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# The REPORTER

*with Page and the Mailbag*



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THE FACTS OF LIFE

ABOUT DIRECT MAIL

*Candid Report For July, 1939*

*An Invitation from*  
**MIMEOGRAPH**  
*to those who buy and those who use Mimeograph  
 supplies—and to their friends*

We also invite  
 —boys and girls who get out school papers—and  
 the teachers who help them  
 —presidents of big corporations  
 —church committees which get out programs  
 —sales managers who use bulletins  
 —grocers who distribute "Week-end Special"  
 handbills

You are all invited to the Mimeograph Exhibit  
 at the New York World's Fair.

*In fact, anyone who thinks up ideas to be  
 duplicated; anyone who prepares those ideas  
 for duplication; and anyone who buys duplicat-  
 ing supplies.*



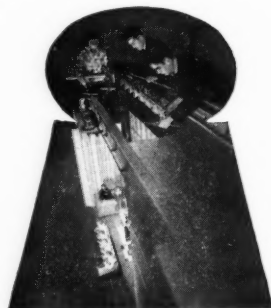
EXTRA! EXTRA! AT THE FAIR—a novel Mimeograph service to Fair visitors is the publication of a daily paper—"Mimeo Flashes"

Our location is just a step from the Trylon and Perisphere, in the Business and Insurance Systems Building. Our young ladies are ready at all hours to answer questions. And our happy little marionette show is produced for our visitors on a regular every-half-hour schedule.

*It was just a few years before another great world's fair—the Chicago Columbian Exposition, 1893, that the principle of Mimeograph duplication was conceived. It launched an entirely new industry. It created a major new means of communication. This company was founded 55 years ago and since that time has pioneered practically every important improvement or advance in this now great stencil duplicating field.*

At the New York World's Fair the complete story of Mimeograph duplication is unfolded to you.

We hope you'll visit our Exhibit and get that story. A. B. Dick Company, Chicago. Distributors in leading cities throughout the country. Listed in 'phone books under "Mimeograph".



BACK STAGE at the Mimeograph Marionette Show. Operators pulling the strings for "Writer's Cramp," all-star, all-marionette show, with music, free to visitors at the Mimeograph exhibit.

## REPORTORIAL:

PERHAPS YOU HAVE HEARD . . . July was a terribly dry month. We've done our best to keep this report of July activities from resembling the weather. If *The Facts of Life* article has a semblance of wetness—blame it on a very rainy night on the boat to Boston. A night long to be remembered because "we" had forgotten to make reservations and there were no staterooms available. In spite of that, *your reporter* enjoyed his appearance at Swampscott. . . . and appreciates his election as a life member of the American Alumni Council.

Some newspapers are at it again. We do not want to stir up an old argument—but an editorial like the one in the *Jersey Journal* cannot remain unanswered . . . especially in the hot, fussy month of July. The Direct Mail Advertising Association has long maintained that "all forms of advertising are good, and each in its place is best." Newspapers who come out with editorials against everything except newspaper advertising—succeed only in hurting all advertising. So read "Dear, Dear, Mr. Dear" and then let's forget about the whole thing.

The article on page twelve touches on a subject which has had little discussion. Many good letterheads are spoiled because of the letter typed or processed on it. It's about time that letter writers learned something about typographic balance. Too often the final appearance of the letter is left to the individual whim of the typist. One good rule is to keep on experimenting or changing constantly until your letters look their best.

Back in May 1938, *your reporter* wrote a short item about *Tolerance* . . . a word or a characteristic that is needed *most* in this direct mail business. We'll have to write another. During July we received a number of letters complaining about a subscription promotion piece issued by *The Reporter*. Too cheap looking! How did these complainants know it was "too cheap?" *Your reporter* likes expensive, good looking direct mail just as well as anyone else—but figures are figures! The piece criticized pulled five hundred percent better than a previous mailing which had been dolled-up in style. Why? I don't know exactly. It was just a test. It contained

### THE REPORTER WITH POSTAGE AND THE MAILBAG (The Official Magazine of the Direct Mail Advertising Association)

Edited by Henry Hoke, assisted by associate reporters all over the world

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VISIT THE DIRECT MAIL CENTER FOR DIRECT MAIL IDEAS

a good offer. It proves nothing except that it pays to test—and it pays to be *tolerant*. Study each case. If you have to be economical . . . be economical . . . If you need to splurge and can afford to splurge . . . splurge. Some of you may need some tolerance when reading pages eighteen, twenty and twenty-two!

How many of you will be affected by the new postal regulations concerning booklets and catalogues of 24 or more pages and weighing 8 ounces or more? We will not clutter up the limited space in *The Reporter* with the regulations or the rates. Get full details from your local postmaster. The new rates will save much money. They should also save much of the usual frantic worry to keep booklets below the 8 ounce danger mark. We predict that the new rate will further improve the appearance of booklets . . . coming as it does at a time when the trend is naturally upward.

We wish that more of you could have enjoyed the fine meeting held Tuesday

evening, July 25th in The Direct Mail Center. New York D.M.A.A. members met with President Rohe Walter to complete local arrangements for welcoming and handling delegates to the 22nd Annual Direct Mail Convention to be held September 27, 28, 29th in Hotel Roosevelt. Frank Egner's program is a *lu-lu*. It should make one of the best D.M.A.A. Conventions in history . . . and we are looking forward to entertaining many of you in The Direct Mail Center which is just a hop-skip-and-a-jump from The Roosevelt.

Plans for the resumption of The Direct Mail School are all set. During July, the "professors" have been meeting off-and-on to work out improvements and new ideas. During July many of the first-students have been drifting in just to keep in touch with things. In fact, we've had so many visitors that *your reporter* gave up his "private office" and has moved his desk into the exhibit hall by the fireplace . . . so that he can see what's going on. About as much privacy as a gold fish. . . . but I like it.

H. H.



## Booklets Are Improving

There is a new flavor to booklets . . . more realism . . . better showmanship. Trend includes the average run-of-mine booklet and is not restricted to an occasional elaborate brochure.

*Your reporter* illustrates a few excellent examples, and salutes the creators.

Union Steel Products for beautiful format and perfect presentation (see page 16); Visby (Island of Gotland, Sweden); Case School, Warner & Swasey, and Boys' Clubs, for excellence in photographic story; Issa's in Kingston; Smith Bros. "Fish Shanty" for unique style. Calvert Distillers and Graybar Electric for entertaining story telling. Acme Steel and Sedgwick for un-

derstandable technical construction (Acme gets extra palm for appropriately designed return card); Jarman Shoe and Union Switch & Signal for sparkling realism with color. Jarman uses full color shots for first time; Advertising Manager Kellenberger of Union Switch rode the rails and took his own beautiful Kodochromes.

Impossible to describe such booklets in a magazine. Those illustrated here indicate a trend . . . and sound a warning. You cannot be satisfied with slipshod layouts and copy in *your booklets*. They must meet the *improving* competition of other booklets. For informative article on booklets, read lead article January 1939 *Reporter*.



# THE REPORTER WITH POSTAGE AND THE MAILBAG

Your reporter journeyed to Swampscott, Massachusetts, on June 30th, to talk before the Annual convention of the American Alumni Council . . . having succumbed to the persuasive salesmanship of R. W. "Tubby" Sailor of Cornell University. I had previously studied and analyzed the campaigns of 102 colleges and universities.

The men and women who are producing college magazines and who are selling subscriptions and soliciting dues are kindred souls. They are simply in the mail order business . . . whether or not they like the designation.

Because these people seemed to need a closer acquaintance with the Facts of Life about Direct Mail, I gave them the formulas used in our Direct Mail School. Because these formulas apply to so many businesses, I pass my notes along to the readers of *The Reporter*.

H. H.

## THE FACTS OF LIFE *About Direct Mail*

### NOTES ABOUT MAGAZINES

We placed 102 College Alumni Magazines in a long line . . . side by side. With two impartial observers, we separated the good from the bad. FIFTY-FIVE were rated as totally lacking in favorable appeal. Only 15 really *competed* for favorable attention. Most of the 55 poorer magazines and some of the more appealing ones had not changed style or format since dear old Alma became a mater.

Advice to the magazine editors! I don't know what makes a good magazine. The only way to find out is to experiment, change, and improve. It is not necessary to compete in quality or expense with the "rich" national magazines, but you must compete for favorable attention with *others in your class*. For example, there are approximately 2500 house magazines published in the United States. Many of them are better than the average Alumni Magazine (which is really a "House Magazine.") It can be assumed that most of the executives who plan or who pay the bills for Commercial House Magazines are Alumni of some school. Isn't it reasonable to assume that these men who know promotion would want their school magazine to compete in aliveness with what they themselves are doing?

That seems to be the basis for analyzing what type of promotion *you need*. What are the surrounding elements with which your *house magazine* or *your promotion* must compete for attention. That rule applies just as well to the commercial house magazine. What is the field you reach? With what types of promotion or with what standards of living (or intelligence) must your magazine compete for favorable attention? When people ask us to advise on size, type, style, richness, etc., for a house magazine—we say "go back and study your field and its surroundings—then plan the kind of format or material that *will attract favorable attention*. . . and get it.

### NOTES ON SOLICITATION

After analyzing 102 campaigns designed to sell subscriptions to Alumni Magazines and to secure dues to Alumni Associations . . . we were convinced that much money is wasted because those running the campaigns do not know the simple, fundamental, time-tried rules of selling by mail. In selling

### EXPLAINING YOUR PRODUCT!

AMONG our touring souvenirs is this miniature menu card picked up at one of the small eating places along the road:

#### WAYSIDE INN'S

##### *Special*

*Left Ham Sandwich Are Better Because . . .*  
When a hog scratches his starboard, or right side, he does a Charleston with his right foot. That develops muscles. When he scratches his left flank, he does a gentle shimmy against a tree or post. Therefore, right hams are far more muscular and less tender than those from the left side of the same hog. There are two ways to prove this: One is to watch hogs on the hoof, the other is to test the tender flavory LEFT HAM sandwiches served here.

Try our Baked Ham Sandwiches. We use only the LEFT HAM for these sandwiches . . . 20c.

Above illuminating item "lifted" from weekly bulletin of Kansas City Ad Club.

The story isn't all humor. It actually has a moral. Frank Egner claims that one of the greatest faults found in most letters . . . is that the writer forgets to describe his product clearly and interestingly to the other fellow. Study a bunch of sales letters sometime—and see if, after reading them, you can describe clearly the product being sold. Study your own letters.

### WELCOME BREEZE

ENCLOSED IS CHECK for \$5.00 to cover subscription for two years to *The Reporter* and *The Mailbag*. We find your magazine very interesting, with many ideas that can be used to advantage in the printing trade.

J. H. Lindsay, *The Lindsay Press*  
796 Valley Way, Niagara Falls, Canada

## THE NEED FOR BETTER LETTERS!

WHY SPEND MONEY to send out letters unless you have something to say beside your own keen desire to sell your goods.

Here is a letter mailed by a New York customs tailor. How would Frank Egner or Jules Paglin rate it?

"Dear Mr. Stover:

*Now that it looks like the warm weather is here to stay, you will probably consider the addition of some clothes to your Spring and Summer wardrobe.*

*Below are listed some of the things we are selling for Spring and Summer wear:*

*Tropical Worsted Sack Suits...from \$60*

*Hand-Woven Shetland Sport Clothes from \$30*

*Flannel and Doeskin Trousers...from \$14*

*Lightweight Gabardine Slacks with Sport Shirt in contrasting colors from \$15*

*This last mentioned article has been our most popular item and many of our customers have purchased several sets for golf or beach wear.*

*Anticipating the pleasure of serving you soon."*

## CASE FOR THE PROFESSORS

HERE'S A QUESTION that I would like to see discussed in *The Reporter*:

What are the relative merits of the use of a trade character for the purpose of personalizing your direct mail, both literature and letters, for selling direct to the consumer?

We sell all kinds of Steel Roofing direct to the Southern farm property owner. We've been using a trade character for a number of years, and feel that its use puts a "hand shake" in our selling.

We would value highly the opinion of such people as yourself, Egner, Collier, Orr & Sneed.

R. A. Childers

General Manager of Sales

Southern States Iron Roofing Co.  
Savannah, Ga.

*Reporter's Note:* Your case will be placed before the professors. In the meantime, we would like to hear from all (such as A. L. Gardner of Pangborn Corporation, Hagerstown, Maryland) who have successfully used "trade characters." *Your Reporter* likes the idea . . . if the character is appropriate and does not detract nor annoy.

anything by mail—even Alumni subscriptions—remember *your* competition. It may not be remotely connected with your business but it is competing for the attention and *money* of your field. In selling Alumni subscriptions you are really competing with the best brains in the mail order business—with Time, Life, Newsweek, Look, Book of the Month Club, etc.

We give you the twelve simple *facts of life* which any mail order man should know. These are *not* the formulas of *your reporter*. They have been developed over the years by many men. They give you "something to hang your hat on." Put them on cards; hang them on your wall; shuffle them in your head; remember them whenever *and before* you start to plan or write a direct mail piece which *must bring back cash returns*. Some have already been printed in *The Reporter* . . . but repetition will do no harm.

### Formula ONE

TWO major obstacles stand in the way of the success of any campaign. Appreciate them.

1. Human Inertia.
2. Competition for prospect's dollars.

(That is the reason why you must make it easy for prospect to react . . . and why you must *really compete* for attention.)

### Formula TWO

Appeal to EMOTIONS. What we *feel* about a product, a service, or a cause influences us to spend our money. Very few people spend money because of what they *think*.

(Which means that in any campaign or letter or piece you must find an appeal which will make people *feel* like buying, supporting, etc.)

### Formula THREE

What People Won't Do.

1. They won't look far beyond their own interest.
2. They resent change and dislike newness.
3. People forget the past and remember inaccurately.
4. They won't fight for things when they can find something to fight against.
5. They don't dare be different from the crowd unless those differences are recognized as being virtues. (Superior ones.)
6. Except under high emotion, they won't exert themselves beyond the line of least resistance.
7. People won't act even in important matters unless they are followed up.

(Which means that you must know people—and you must avoid appeals which combat the barriers of habit and plain cussedness.)

### Formula FOUR

Things That People Will Do.

1. Follow a habit until it hurts.
2. Accept beliefs ready-made and stick to them until the cows come home.
3. Follow leaders blindly, eyes shut with mouths wide open and will believe their friends even though they know them.
4. Yield to suggestion when flattered.
5. People work hard to establish superiority in the eyes of other people.
6. Find greatest interest in their own emotional kicks.
7. Love low prices and at the same time dislike economy.
8. Glorify the past and discount the future.

(Which means again that you must know people. Somewhere in those eight inherent foibles of human nature . . . you can find an appeal to sell alumni dues, automobiles, fish, raincoats, books or a trip to China.)

### Formula FIVE

There are four main reasons why people buy—or spend.  
Because

1. They want *Adequacy*.
2. They want *Romance*.
3. They want Long Life.
4. They want to be more masculine.

(There are many possible appeals, many elements of salesmanship or showmanship  
... but all can be grouped under the four classifications above.)

### Formula SIX

What is the *best format* for a Mail Order Campaign?

- a. Letter
- b. Circular
- c. Order Form
- d. Business Reply Envelope

(There may be acceptable variations . . . there may be exceptions . . . but that  
format has worked best in majority of cases. We did not find a single alumni campaign  
which followed this simple *fact of life* about mail order.)

### Formula SEVEN

What is the best tested formula for writing order-pulling copy?

1. Headline to evoke desire as well as get attention.
2. Inspirational lead-in.
3. Definition of product.
4. Success story.
5. Testimonials and endorsements.
6. Special feature.
7. Statement of value.
8. Action closer.
9. P. S. Rephrasing headline.

(We did not find a single Alumni campaign which even closely approached this  
formula. Later on, we will give examples of violations.)

### Formula EIGHT

There are FOUR things wrong with most business letters.

1. Useless words.
2. Improper arrangement.
3. Incorrect expression of thought.
4. Offensive words.

(Study your letters on these four phases. Consider this first paragraph from a letter  
of an Alumni Campaign.)

Once again it gives Alumni House real pleasure to have been asked by the President  
and Trustees of the University to transmit to you their invitation to attend a Commence-  
ment Day Luncheon which this year will be held on Tuesday, June 6, 1939, in John  
Jay Hall on the Morningside Campus at 12:30 P.M.

That sentence violates all four phases of Formula Eight.

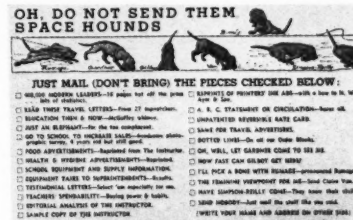
### Formula NINE

What is the best formula for a Heading in a mail order letter?

Either ask a question or make a statement.

1. If you ask a question—ask one which cannot be answered YES or NO.
2. If you make a statement it must contain a fact which is
  - (a) new
  - (b) different or
  - (c) interesting

(In spite of the fact that "heading letters" have tested-out better than filled-in or  
general salutations—most alumni campaigns used "Dear Alumnus" or "Dear Classmate"  
or "Dear Cornellian," etc.)



### HUMOR AND RETURN CARDS

LAST MONTH our frontispiece described  
growing trend (we hope) toward better  
designed or planned reply cards. Our  
palm for best humorous reply card goes  
to George Ramage of *The Instructor Mag-  
azine*, Dansville, N. Y. The salesmen are  
burlesqued as space hounds. Twenty-four  
items to check—some serious, others other-  
wise: On the return address side, the place  
for a stamp has a dog house with a  
hound in front. Message reads:

Restrain your hungry pack, please Bundy.  
But send the things I've checked, by Mon-  
day.

### SUBDUED BUT EFFECTIVE SALESMANSHIP

"THIS IS A warning (don't get excited)  
that you will find in your mail very soon  
a sample of the personalized direct mail I  
have been using for quite a few years. It  
seems to be appreciated by most of the  
recipients, and, believe it or not, it is not  
patented. I hope you like it."

*J. Ford Flagg: Printer*  
127 Johnson Street, Highland Park, N. J.

*Reporter's Note:* You bet we like it. A  
covered pad measuring 8" x 3½". On the  
cover only two words "Henry Hoke". In-  
side the cover,

"Compliments of

*J. Ford Flagg: Printer*  
127 Johnson Street, Highland Park, N. J.  
Phone N. B. 889

Balance of pad composed of ten perfor-  
ated buff blotters. On each one, printed  
at lower right hand corner the two words  
"Henry Hoke". Nothing else. Back cover:  
a return card for getting without charge  
or obligation a "new supply of personal  
blotters". And even the return card is  
signed with slug used for imprinting the  
blotters.

What a satisfying idea. And individual-  
izing looks so hard, but is so easy. The  
most important person in the world to you  
is you. That is a formula for getting at-  
tention which will never fail.

## WHAT COLOR FOR LETTERS

A. W. BOYER wrote to several people asking if any tests had been made to determine if colors (other than black) had been found effective. That is, a different colored multi-graph ribbon for body of letter.

Lewis Kleid of *Mailings*, answered in this fashion: I have analyzed the color or colors used in the letter copy of 119 successful mail order efforts and here is the breakdown:

Black .....	65
Blue .....	21
Red and Black.....	19
Red and Blue.....	4
Purple .....	4
Blue and Black.....	3
Purple and Red.....	2
Green .....	1

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Note that more than half of these successful mailings used black for the message. The next popular color was blue and only about 27% used a second color (red in combination with black being the most popular).

Wherever a more dignified approach was necessary, or where business executives were addressed, the conventional black processing of the message was most popular.

The other colors: purple, red, green and combinations of colors were generally used on cheap mail order efforts selling sex books, magazine subscriptions and mail order merchandise to consumer lists.

The facts, however, do not preclude that a colored message when skillfully employed on good paper and with an attractive letterhead would not be as effective as black.

I suggest that on your next mailing you make the following test. Split your mailing four ways and key the cards accordingly. Run one message in black, the next in blue, the third in red and black and the fourth in blue and black. Keep all other factors constant.

The results should prove interesting.

*Reporter's Note:* A test should prove very interesting. Send results to *The Reporter*. We'll print them.

## WITHOUT STAMPS

YOUR REPORTER is interested in watching how the "Mailomat" is going to appeal to the mailing public. This machine is being installed in some post office lobbies. Customers insert pennies, nickles, dimes or quarters. Turn knob and meter their own envelopes. Machine gives full face value.

## Formula TEN

In planning any heading, you should know the five Points publicized by Elmer Wheeler.

1. Sell the Sizzle . . . not the steak.
2. Don't write . . . telegraph.
3. Say it with flowers.
4. Don't ask if . . . ask which.
5. Watch your bark.

(See how these points fit into other formulas; that is, People buy because of what they *feel*—not what they think. Don't use useless words; use appeals which complement the things people *will do*; ask questions which make the reader go further; don't use words or appeals which are objectionable or which try to overcome *things people will not do*.)

## Formula ELEVEN

Because so many schools use questionnaires, we include this formula.

What is the best format for a Questionnaire?

- a. Filled-in letter (fill-in works best here).
- b. A separate, different, colored questionnaire.
- c. A stamped reply card.

N.B.—A stamped envelope always outpulls a Business Reply Envelope if action requested involves no expenditure of money at present or in the future. Stamped envelopes make no difference in return, if action involves money.

(No Alumni campaign used this simple formula. In fact, very few colleges used the Business Reply Envelope in any mailing.)

## Formula TWELVE

The Rules for Writing a Questionnaire Letter.

1. Ask recipient to *do you a favor*.
2. Rationalize the need for the information.
3. Emphasize that each answer is important.
4. *Mention* the enclosed stamped envelope.
5. Offer a premium or a *summary* as a reward for returning.
6. Give as many questions as possible which can be answered by YES or NO. (Don't confuse this with rule for headings.)

(These are the tested rules—but few people who mail questionnaires follow them.)

## MISCELLANEOUS FORMULAS

Here are a few other rules given to Alumni Association (there are exceptions).

1. Third class mail today pulls as well on circular appeals as First Class Mail.
2. On mail order appeals, it doesn't pay to fill-in letters except on selected "best names" and where personalization also occurs *in the letter*.
3. Don't be misled by wild claims for trick pieces or return devices.
4. Color of stock is most variable or undependable factor in direct mail tests . . . although color should be used to get favorable attention.

## MISCELLANEOUS OBSERVATIONS

1. Most of the letterheads used by Colleges and Universities are colorless . . . lacking in appeal. No *Romance* or *Adequacy*.
2. The most important considerations in planning an Alumni Campaign or a magazine. . . .
  - (a) The competition of other magazines for attention and time.
  - (b) New ties developed since school days. RULE: The longer out of school, the stronger the new ties; the dimmer the old.
  - (c) The increasing *tempo* of the times.
  - (d) Advancing years and older interests.
3. Alumni Secretaries (like all solicitors by mail) should,
  - (a) Hire expert assistance where and when required.
  - (b) Should study other commercial solicitations for ideas. Don't copy from *contemporaries*.
  - (c) Should absorb, follow and remember successful formulas.



4. Make your sales story complete. The only excuse for printing any *commercial literature* is . . . that you want the recipient *ultimately to do something*. Many colleges send out "good will" booklets, pamphlets, etc. Many of them failed to ask me *to do something*. There were beautiful pictures, idealistic talk about ivy covered walls, and old "dorms"—but nothing to indicate what the reader should do. Should he send his boy to college; should he try to raise funds? What does it cost to go to school? In some cases, the school neglected to include its *address*.

One piece from a midwestern college was headed "Mailing List Problems." It told the difficulties of keeping track of alumni. It asked everyone to send present address. It wound up by giving name of school—but *no address*. Even if the boss knows where he went to school—his secretary may not be so wise. Make your sales story complete.

## NOW FOR SOME EXAMPLES:

See how they violate some of the formulas:

### EXAMPLES OF WRONG 1st PARAGRAPHS

1. Is it unreasonable that we ask you to pay your subscription? Or at least let us know when you will pay? We are perfectly willing to carry your account for a reasonable time, but we'd like to hear from you.
2. Your trial subscription to the Alumni News expires shortly. Have we lived up to your expectations? If not, in what particulars? Please tell us, as it is only by following the wishes of our friends that we can build the paper more fully into what it should be.
3. You haven't answered our letter about continuing your subscription to the paper. Perhaps you have intended to do so and forgotten it.
4. Although you haven't paid as agreed, we have continued to send you the Alumni News because we felt that your desire to see the paper indicated a real interest in . . . . . The University needs your support, and we have tried to make the paper interesting. Have you found it so?

5. Listen, Old Man:

Do you still feel as young as I do? Are you as surprised as I am that the Class of 1919 will hold its Twentieth Reunion June 16-18, 1939?

6. I have been induced to take up the duties of class secretary again. I gave them up in 1924 when my second daughter arrived, and now Mr. Ropiquet feels he will have to be relieved of the class secretaryship, since he has recently become a grandfather.

I am counting on all of you to help me make a success of the class secretaryship.

7. I've just been appointed Chairman of the Alumni Fund Committee, and in this little folder I ask and try to answer three questions:

Here are three examples of questionnaire letters starting off on the wrong foot.

1. Very shortly the annual alumni bulletin will be published. And in order to have it contain as complete and interesting array of information as possible, we must have cooperation. This year, I should like to forestall the perennial cry that distinguished alumni achievements have been omitted and trivial things included by getting out an appeal to each and everyone of you early enough to enable the editor of the bulletin to have the proper opportunity to check and organize the material submitted. So please sit down some day this week and make a note of four or five bits of alumni news that simply must not be omitted from the bulletin, and mail to. . .
2. Please fill out this questionnaire and return it at once in the enclosed envelope.

N.B.—Remember that Wheeler point "Watch Your Bark." That bluff demand opened a letter from one of the largest and finest girls' schools.

3. I shall appreciate it very much if you will give me on the attached card the present address of your daughter, one of our alumnae, who I hear has recently married. We wish to record her new name and address on our alumnae rolls. If there is a street number, kindly give that also.

## WANTED!

YOUR CORRECT ADDRESS

BY DETECTIVES  
M. M. & R.



Our sleuths can spell  
ALIBI, DISCERN, ANALYZE!  
But take a name like SMITH. Sometimes it's spelled with a "Y",  
others take an "S" on the end - and what about "SMITH"?

Multiply this problem by the thousands of names in our file and you appreciate our  
dilemma.

So we thought you would be kind enough to help us out. YOUR NAME AND ADDRESS  
APPEAR IN OUR RECORDS AS SHOWN ON THE ENCLOSED CARD. If it is correct, will  
you check it, please. If you detect any errors we'd be grateful if you will make the necessary  
changes on the post-free card and mail it to us. THANKS A LOT.

### REWARD!

If you will advise us what we can do for you today in the way of supplying your needs in  
M. M. & R.  
Essential Oil, Balsam, Olive Resin, Basic Flavor and Perfume Materials, - ask for samples on  
special price. We will reward you with quantities that will certainly interest you.

**MAGNUS, MABEE & REYNARD, Inc.**  
14 DEARBORN STREET NEW YORK, N. Y.

## SHOWMANSHIP FOR LIST CORRECTIONS!

REPORTER HORACE NAHM sends *your reporter* fine example of humor used in getting mailing list corrections. The three sleuths illustrated are also shown on the well planned return card.

### "ISMS"

July Fourth is a good time for stock-taking in Americanism. There is no place in America for Naziism, Fascism, Communism or the religious "Antis"—Anti-Catholicism, Anti-Semitism, Anti-Protestantism. Our country needs:

More Individualism—Less Nepotism  
More Pacifism—Less Militarism  
More Nationalism—Less Jingoism  
More Monroeism—Less Despotism  
More Evangelicalism—Less Barbarism  
More Opportunism—Less Socialism  
More Civicism—Less Sectionalism  
More Feminism—Less Mysticism  
More Witticism—Less Cynicism  
More Commercialism—Less Radicalism  
More Humorism—Less Criticism  
More Sabbatism—Less Fanaticism  
More Athleticism—Less Snobbism  
More Stoicism—Less Antagonism  
More Realism—Less Sophism  
More Optimism—Less Pessimism

But enough of these "isms," for now my hand has got the Rheumatism!

\* \* \*

From an excellently handled 2 column No. 10 size blotter house organ called "Oak-K" issued by J. M. Bryant & Sons Company, Clarksville, Arkansas (manufacturers of barrel staves and heads). Just as we suspected, it's a product of *that fellow*, Leo Bott, Jr.

## HENRIK IN SWEDEN!

THE JUNE ISSUE of *Ekspressen*, house magazine of Roald Amundsgate 1. Oslo—Trykt i Snorre Boktryckeri, Oslo, reached your reporter through another reporter in Canada. There were only three lines printed in English: They were:

*The World could get along with fewer battleships and airships . . . but it needs more partnerships.*—Henrik Høke.

Thanks to our friends in Oslo for crediting this statement to us . . . but the truth is we heard it in Church out in Stewart Manor—from a visiting minister—and used it to wind-up our March Reportorial—Page 3. Thanks also to our friends in Oslo for telling their readers about *The Reporter* and The Direct Mail Center. Even tho' we know no Swedish, we could still understand the item.

## A MUCH NEEDED REFORM

IN YOUR January 1939 issue (page 17) you printed a letter from G. M. Lang of the National Vulcanized Fibre Company of Wilmington, on the subject of postal information given on undeliverable mail matter.

What Mr. Lang said is very true, but it might be interesting to the Direct Mail Center, and to the proper postal authorities, to see just a few of the very many different stamps, signs, forms, blanks, notices, etc., etc., which appear on the envelopes returned to us as undeliverable.

Can't you take some steps to eliminate the confusion of so many different designs and devices?

An "exhibit" showing some twenty variations of the "unclaimed" and "undeliverable" notices, is being forwarded to you today.

Garth Henrichs  
for THE SUNSHINE FOLKS  
Litchfield, Illinois

Dear Garth: Sorry it is impossible to reproduce your excellent exhibit of twenty variations of "undeliverable forms". However, I am submitting them to the fine people down in Jim Farley's department. They are feeling in a good humor what with postal receipts soaring . . . and they seem honestly anxious to do everything possible to speed and smooth the way for mail users. The Post Office Department is founded on system. They should not tolerate lack of system in such an important branch of the service. Watch for future developments. Thanks again.

H. H.

Here is a super-complicated first paragraph in the final broadside of an otherwise good Commencement Campaign.

Surely, you haven't forgotten the thrill of that first FALL HOMECOMING last year—if you were there! If you weren't, someone must have told you about the wonderful time we had.

Here is a letter which should have many of the formulas applied to it. A good example of We-itis.

Since you have paid alumni dues in the past and have always taken an active interest in the affairs of the Association, we are taking the liberty to address this letter to you.

No doubt it has escaped your attention, but we find your alumni dues for the school year 1938-39 are unpaid. Since you have always been so prompt in the past, we know this is an oversight.

Your dues for the current year are only \$2.00. We hope you can favor us with an early return, as we always count on your active support.

Many thanks,

Speaking of bills for Alumni dues: Some of the Secretaries include a message on perforated slips. Are these statements good? Do they have any sales appeal?

1. Vacation trips and August dog days may have caused you to overlook previous notices requesting your support as an active member of the Alumni Association for the fiscal year 1938-1939. However, now that fall is approaching, and the business distractions of summer are nearly over, won't you mail your check TODAY, or as soon as convenient sometime in September. Your active support of the Alumni Association will be greatly appreciated and we, in turn, hope to justify your interest, etc., etc.

2.

## YOUR ATTENTION—PLEASE

Doubtless you have overlooked previous notices requesting your active support of the Alumni Association for the present fiscal year, 1938-1939. Consequently, we are sending this reminder to request you to send your check TODAY in the return envelope which is enclosed herewith for your convenience in replying.

N.B.—One school sent out bills with no address. Only the name of Association. A good rule to follow in billing for subscription renewals. . . . Make your bill look as much like a regular invoice as possible. Much easier to get it O.K.'d and paid.

One girls' school used an opening paragraph which appeals to the emotions, or something.

Dear Girls:

Whether you're a surrealist or a romantic, you must be impressed by the wonders on display in the "World of Tomorrow," with its Court of Power, its Plaza of Light, its Trylon, and its Perisphere.

It must not be inferred that in all this direct mail, there are no signs of brilliance. We used the negative or critical approach simply because it is easier to point out rules which should be followed. Tell a child that a stove will burn him, and he is not impressed. Let him burn his finger once, and he knows that the stove will hurt.

Among the magazines we liked best:

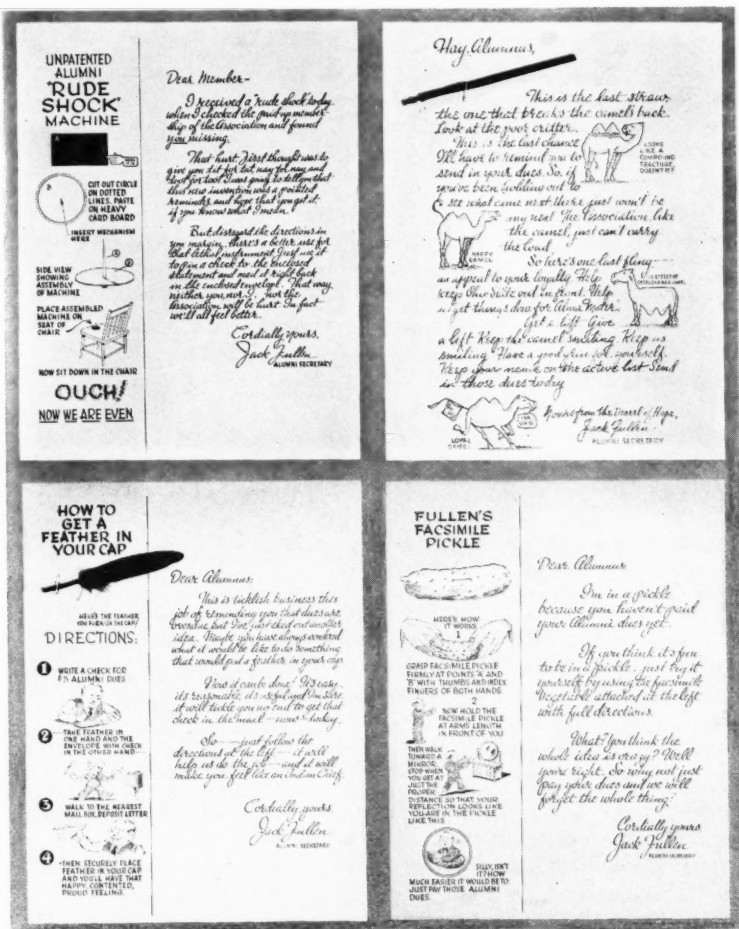
1. Case Alumnus (Case School of Applied Science); 2. Technology Review (Massachusetts Institute of Technology); 3. The Bowdoin Alumnus (Bowdoin College); 4. Indiana Alumni Magazine (Indiana University); 5. Penn State Alumni News (Penn State); 6. Rochester Alumni Review (Univ. of Rochester); 7. The Alumni Gazette (College of William & Mary in Virginia); 8. Io Triumphe (Albion College Alumni Assoc.); 9. Brown Alumni Monthly (Brown University); 10. Villanova Alumnus (Villanova College); 11. The Pennsylvania Gazette (Univ. of Penn.); 12. Ohio Wesleyan Magazine (Ohio Wesleyan); 13. The Nebraska Alumnus (Univ. of Nebraska).

Why did we like them? Because they seemed to reflect a spirit . . . they appealed to the Emotions.

Cornell and Case seemed to be most professional in subscription appeals . . . card forms, etc. Bucknell issues an information booklet which receives our vote as best and clearest explanatory piece.

Penn State, Wooster Polytechnic Institute, Elmira College, University of North Carolina, Michigan State, Bates College, used excellent showmanship.

One of the best examples of showmanship applied to Alumni work: The serio-comic collection circulars used by John B. Fullen, Executive Secretary, The Ohio State University Development Fund. Has used same idea



for several years, changing each year. He says that it had been claimed that the comic touch might offend college alumni—but the effect of this series has been just the opposite. Perhaps all of us try too hard to avoid being humorous or human. For the benefit of the class, we will conclude this report by reproducing Mr. Fullen's four pieces. Feather, straw, die-cut pickle and pin were tipped-on at upper left. Mr. Fullen—even tho' his processing and typography might be improved—has demonstrated that he knows how to tell the other fellow what he wants them to do, and how to do it.

The class in *The Facts of Life*—is now adjourned. Some day soon, we hope to have another opportunity to study and analyze the promotion of some other segment of industry. They may need different formulas and advice. Until then—save the formulas given here. Put them to work.

## STOP THIS CHISELING!

NOW WE HAVE a case. We promised some months ago to give publicity to anyone misusing the *Business Reply* privilege. (Those people who send *Business Reply* Envelopes back stuffed with material for which the envelope was not intended.)

Your reporter recently sent a subscription solicitation to an old list of former readers of *Postage* and the *Mailbag*.

Received in our mail: One of our business reply envelopes postmarked Chicago, Illinois, dated July 18th. Envelope contained a circular of Le Dare Studio "artists and engravers . . . lettering . . . illustration," 417 South Dearborn Street, Chicago. Written in red pencil on the margin was this message: "Why not use good lettering on your advertising pieces? Let us do it." Also enclosed was a return envelope addressed to Le Dare Studio—but it was not a *Business Reply* Envelope.

We have just written the following letter to the Post Office Department in Washington:

"Considerable correspondence has passed between us about the misuse of the *Business Reply* Envelope privilege—and the difficulty of getting evidence of that misuse.

We submit envelope received today, together with enclosures. We submit also complete sample of our original mailing.

We hope you will investigate to find out whether this concern makes a practice of using the *Business Reply* envelopes it receives to mail its own circulars. We believe the time has come to pass some regulation declaring the deliberate misuse of the *Business Reply* privilege a fraudulent use of the mail!"

We promise that from now on we will print in these pages any similar evidence received by us or submitted by any of our readers.

## MORE LOOSE LEAF FOLDERS

WE'VE MENTIONED THEM before, these folders with a good cover, a pocket fold inside, and a number of loose sheets inserted in pocket. Idea being that prospect can save the sheets containing interesting information.

Latest good example—8" x 10" folder from Leschin, 318 South Michigan Avenue, Chicago. Contains eight 2 color sheets of latest college fashions. It's a good technique and we hope to see more of it. Send us samples.

## TAKING IN A LOT OF TERRITORY

IN A BOOKLET issued by the American Photo-Engravers Association, 166 West Van Buren Street, Chicago, entitled "More Business" . . . your reporter finds this dubious piece of information:

*"Direct mail has no specific entity and no voice, consequently a great deal of money which could be spent advantageously for direct mail advertising and printing is directed into other channels. Direct mail we might say has not only no voice, but apparently no friends. Advertising agencies have stated repeatedly that they do not care nor can they afford to spend time in the creation of direct mail advertising matter.*

*In the newspaper field we find a number of organizations promoting newspapers and the services they render. Radio has its organizations and promoters. Magazine publishers are organized and are constantly promoting their interests. Advertising agencies are organized and fighting for their share of business. Direct mail users are not organized and neither are those who produce direct mail matter on the basis of rendering the users a collective service. It is indeed strange that this immense source of printing accounting for from 25 per cent to 35 per cent of all advertising expenditures should be so utterly neglected by those who supply its requirements."*

*Reporter's Note:* Did Mr. Flader or The Photo-Engravers Association ever hear of The Direct Mail Advertising Association, organized some 24 years ago. It has staged some 100 conventions and exhibits. It has worked throughout the years to improve the quality and results of Direct Mail. Did Mr. Flader ever hear of *The Reporter* . . . the official magazine of The Direct Mail Association . . . the only authentic, impartial mouthpiece of a great form of advertising. We do not believe that direct mail will be improved by any one process in direct mail fighting other processes. We do not believe in making claims which cannot be substantiated.

## COME SOON . . . AND OFTEN

THINK YOU ARE doing a swell job on *The Reporter*. Hope to be a visitor at the Direct Mail Center before the summer is over. I believe this exhibit will be a great help to Direct Mail and Advertising in general.

R. E. Weymouth  
Jahn & Ollier Engraving Company  
817 West Washington Blvd., Chicago.

## THE LETTERHEAD IS ONLY PART OF THE SALES LETTER

*Last September your reporter received from Orville Reed of Detroit a very unusual letterhead analysis chart. We wrote about it in September Reporter (page 25). Since then we've been corresponding with Orville Reed about his ideas about letterheads and letter appearance. You should like his article on a seldom discussed phase of letters.*

Letterhead design has made wonderful progress in the past few years. Samples of well designed letterheads circulated by paper mills specializing in bond papers and by lithographers and printers specializing in letterhead design are partly responsible for the improvement in business stationery.

The fact remains, however, that too many of the sales letters sent out by users of direct mail do not have the attractive, attention-getting appeal needed to pry loose inquiries or orders in these days of keen competition for the attention of the buyer. Many such letters forbid reading. Many such messages are too scattered on the page or so cluttered as to discourage reading. The mails carry too many uninspiring, poorly laid out, unbalanced letters although letterhead design in general is of very high order.

Having analyzed over five hundred letterheads in the past twelve months I have concluded that the reason that the improvement in general letterhead design has not produced a like improvement in the physical appearance of letters in general is that—LETTERHEADS ARE BEING DESIGNED AS SEPARATE UNITS INSTEAD OF BEING CONSTRUCTED AS A PART OF THE FINAL ENSEMBLE THE COMPLETE LETTER.

In the construction of a letterhead the designer first of all strives for balance. That is, the heading is laid out in such a way that it doesn't seem to be sliding off the side of the sheet of paper or care is taken that the design isn't so bulky as to put all the weight at the top of the sheet or so small that it is hard to read or looks weak. So far so good.

But where so many fall short is that the letterhead designer frequently forgets that the heading itself is only a part of the complete letter—that the message which finally meets the eye of the reader contains, in addition to the heading, a date line, salutation, text of the message and signature. The ENTIRE ENSEMBLE MUST BALANCE if it is to create a good impression.

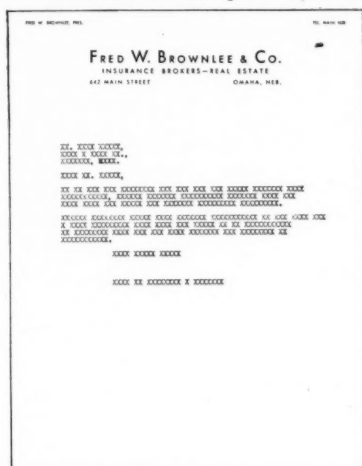
Part of the responsibility for the final balanced, attractive letter rests with the designer for he must create the type of design which lends itself to interesting placing of the typewritten message. But he can go only part way. Some of the responsibility rests with the stenographer of multigrapher who puts the message on the letterhead.

Every stenographer has her own ideas of how a letter should be placed on the letterhead. Many times their ideas are fine. But one stenographer may favor the plain block paragraph with no indentation of the first line separating paragraphs by double spacing. Another may indent the first line of each paragraph three spaces; the next may indent four spaces; the next five spaces and so on. There is an infinite variety of ways to do it. Definite lay-



out rules should be set up for stenographers and multigraphers to follow and these rules depend upon the type of letterhead used.

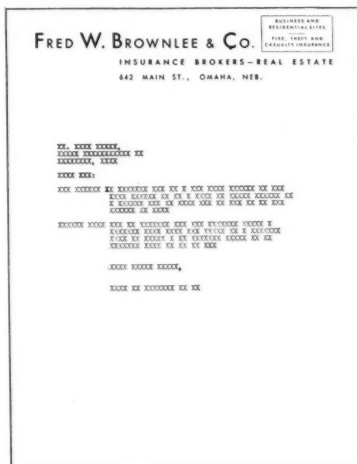
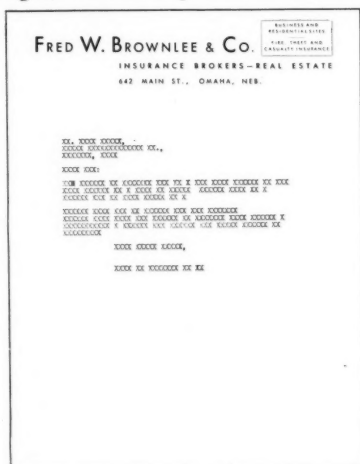
Below at left is a perfectly balanced letterhead with a letter typed on it.



See how the appearance of the entire letter is improved at the right by the very simple device of bringing the margins of the letter in line with the outer margins of the printed heading. This is an example of the balanced ensemble.

Below is another example. The off-center heading is in itself well balanced. At the left is an ordinary letter typed on it:

By a simple change in the layout of the typewritten matter see (at the right) what an improvement is made in the final balanced ensemble:



In the example above the margins of the paragraphs are brought in line with the second line of the heading to present a well-balanced design.

These examples will suffice to show what originality can be used in laying out the typewritten matter on a letter. A study of your own letters will show you how simple changes in typing will produce appealing effects.

Although not strictly in line with the ideas presented above I have known of users of direct mail whose letterheads are printed in blue who use only blue typewriter ribbons; those whose headings are printed in brown who use brown ribbons, etc. to increase the attention value of their letters.

## COOPERATION ISN'T NEW

Your reporter has just received three wonderful examples of Cooperative Effort in the Printing Industry. Three volumes of The Printers' International Specimen Exchange published by the Office of the Paper and Printing Trades Journal, London, England. Each weighs about 8 pounds. Each contains about 325 examples of the best printing designing produced in most of the countries in the world. They were loaned to The Direct Mail Center by Ira Cole Walsey of the Tabard Press, Inc., New York City, from his private library. Stamped in gold on the parchment covers are the dates: 1884, 1885, 1888.

They can be inspected at The Center. Modern, slap-bang, hurry-up printers (and buyers of such printing) might learn a few lessons from inspecting these pieces which reflect infinite patience . . . and pride of workmanship. Sure they are out of date artistically . . . but.

## PUZZLE RAGE GROWING

SEVERAL MONTHS AGO, Frank Hoxie reported the first four pieces of a puzzle campaign, issued by Braman, Dow & Company, Boston. The fifth piece has arrived and Frank very kindly enclosed a hand drawn solution—as we could not work any of the previous four. The idea seems logical . . . for certain fields. Lots of people like puzzles. They can be made to tie in with product. In Braman, Dow case, they use lengths of pipe for most of their puzzles—and they sell pipe fittings.

Leo Bott uses puzzles in his Oak-K blotter H.O. Here is one:

### Can You Work THIS ONE?

When some hikers met a native in the mountains, one asked the time of day. Sizing up the group as smart city folks, the mountaineer said, "Just add one-fourth of the time from midnight till now to one-half the time from now till midnight and you'll have the correct time. Then he went on his way. But the city folks were smart and figured out the time of day. Could you have done it?

The answer is given at the bottom of blotter, upside down, like this:

### ANSWER TO ABOVE:

The time was just 9:36 a.m.

\* \* \*

Somebody, soon, may have to get out a syndicated puzzle service for House Magazine Editors. Or is there one?

## DIRECT MAIL VOLUME

Attention: Mr. Dear

LEONARD RAYMOND (Dickie-Raymond, Boston) is the fellow who analyzes all the postal receipts, and figures from them the monthly direct mail volume. He and *your reporter* do a lot of friendly arguing about the conservative method of figuring (and "why not include the direct advertising which is not mailed"). Anyway . . . here is some interesting information in a recent letter from him.

"Have just figured the June Direct Mail Volume and have a total for the second quarter and for the first half year. It's interesting to note that every month this year has shown an increase for the corresponding months of last year, with the exception of April which was off .3%. This trend is counter to the trend of general advertising and I'm wondering if perhaps Direct Advertising is beginning to arrive in a real way and in such a way that people are doing more of it when business is tough and hard to get. Our chart will show total direct mail expenditures for the first six months of 1939 of approximately \$142,000,000—3.5% ahead of the first six months of last year—with June 5.1% ahead of June of last year."

## SOMETHING TO BE PROUD OF!

"SINCE YOU ARE INTERESTED in unusual direct mail pieces, I am sending you one of ours which we are proud of. It has received quite a bit of acclaim, and has already been reproduced and written up in the July 1st issue of *Sales Management*, and is also being written up in *Bookbinding and Book Production*, and *Tide*."

Morton B. Tobias, Art Director  
*Newsweek*  
R.K.O. Building, Rockefeller Center  
New York City

*Reporter's Note:* You and Art Stein have produced a masterpiece. For the benefit of the class: It's a leather bound "Autograph" book, 5" x 6 1/4". Flyleaf bears the quotation: ". . . To see ourself's as others see us."—Robert Burns.

Throughout the 144 page book are double page spreads—with sketch on left and a few lines of testimonial typing on the right—with signature of prominent men or women. Autographs include C. C. Younggreen, Bette Davis, James Farley, Walter Winchell, Wendell Willkie, Frank Buck, Gene Tunney, Ronald Coleman, Arthur Capper and Mary Pickford. "Orchids to *Newsweek*" . . . as Walter Winchell wrote.

## DEAR, DEAR, MR. DEAR!

Two Dears run The Jersey Journal, "Jersey City's Only Daily Newspaper." Joseph A. Dear is President and Editor, and Walter M. Dear is Treasurer. On Tuesday, July 11th, 1939, there appeared on the editorial page of this distinguished publication the following composition.

### MUCH MAIL PURE JUNK

The general belief is that the postal business is a good barometer to follow in charting the trend of business. According to Postmaster-General Farley, the postal business is good just now, and he deduces that this reflects an upswing in business throughout the country.

Does the postmaster receive the type of mail that John Q. Citizen is getting these days in his letter box?

Aside from tax bills and the first of the month invoices for sundry things, Mr. Citizen is getting an awfully big pile of junk, most of it of the "come-on" sucker type, inveigling him to buy somebody's shirts, sample of which is enclosed; sales announcements and circulars from the butcher, the baker, the auto service stations, jewelers, oil burner services, free magazines of various cults, cleaners and ticket sellers, and appeals for donations and flattering offers to make him a member of some society for a dollar.

Most of this junk goes into the wastebasket unread and benefits only the printer and the postal service. Very few citizens bite at this type of bait. They've had their letter boxes stuffed with all types of literature until they're sick of it.

This direct-by-mail nuisance rates second only to circulars distributed from door to door by boys or men, despite the ordinances and postal regulations forbidding the stuffing of mail boxes. Uncle Sam himself is a party to it by the new Farley rules which permit blanket mailings, the Post Office doing the dirty work of delivering mailed broadsides to people known only by their street numbers.

One of the largest tobacco companies, after a nation-wide survey, declared that the only reliable selling method of getting its message before the public is the daily newspaper, and declared that henceforth it would conduct its whole advertising campaign through that medium.

Maybe the huge direct mail appeals are creating an upswing in postal revenue, but this does not necessarily indicate an upswing in business. John Q. Citizen is throwing it out as fast as it comes in, and turning to his daily newspaper for buying suggestions.

*Reporter's Note:* The Dear advice to advertisers rates second in reliability only to some of the discolored, hysterical news which greets us daily from a part of the press. Newspapers should wake up to the fact that the public is fed-up with *opinionated* bunk in both news and editorials.

We sincerely hope that this "pure junk" editorial is not a forerunner of another rampaging campaign by the newspapers to discredit direct mail and all other forms of advertising except their own sacred mephitis-mephitis. The war between media belongs to the horse and buggy era of advertising.

Messrs. Dear publish the only newspaper in a city of 316,000 souls. Trading area 631,727 souls. There are approximately 76,000 families in Jersey City. 17,318 persons submitted income tax returns in 1935 (latest figure). There were 19,751 people unemployed in 1937 (L.F.).

The circulation of the Jersey Journal is 38,912 (A.B.C.). There are 4,890 retail establishments, but nearly 3,000 of these are neighborhood food, eating or drinking places and most of the balance are neighborhood filling stations, furniture, hardware, drug, clothing and general stores, (typical of most cities of the kind). Only about 2% of the retailing outlets sell to the total population. Should the 98% of neighborhood retailers advertise to the

316,000 persons in Jersey City who may or may not see the Jersey Journal? Do we need a slide rule?

There are 195 wholesaling establishments in Jersey City. Should these wholesalers use the Jersey Journal to advertise to the 4,890 retailers (or the fractional part they service)? Would the percentage of waste circulation be comparable, for example, to the percentage which does not respond to a selective direct mail appeal?

There are 520 manufacturing firms in Jersey City, producing and selling (mostly nationally) some 206 million dollars worth of goods yearly. These manufacturers contribute 23 million dollars annually to the city's 37 million dollar payroll. 520 manufacturers must sell enough to make enough to pay nearly 70% of Jersey City's annual payroll.

Would an "Ad" in the Jersey City Journal help those manufacturers keep their wheels turning—and their paymaster's windows open?

Just what kind of advertising is Jersey Journal talking about?

No wonder consumers scoff at advertising when the disciples of Advertising reveal a lopsided, selfish, amateurish understanding of its principles.

*Your Reporter* will gamble that of the 520 manufacturers in Jersey City, at least 98% are using some form of Direct Mail (the other two percent will probably fold-up). *Your Reporter* can introduce Messrs. Dear to manufacturers in Jersey City who advertise and sell nationally entirely by direct mail. But it's agreed that most manufacturers can and should use all of the forms of advertising that are necessary for a complete marketing job.

Any publication which prints an *advisory editorial* such as "much mail pure junk" insults the intelligence of its readers; insults the wisdom of local business men; and violates the ethics of a respectable profession.

The publisher of a paper which carries the line "entered as second class matter at Jersey City, New Jersey" should think twice before he criticizes the Post Office Department, the Postmaster General or the use of the mail when he, himself, is enjoying a subsidy in the form of a suicidal postal rate which causes an annual loss to this Government of *ninety million dollars*.

The arguments about mail being unread and thrown to the waste basket do not even deserve an answer. Thousands of case histories in the files of The Direct Mail Advertising Association refute the silly statements. We suggest that Messrs. Dear should read (as if they did not already know) the research statistics which show the small percentage of chance the average newspaper Ad has of being read (let alone *seen*).

Postal volume has grown year by year—from 102 million in 1900 to more than 750 million in 1938 not because Jim Farley or high pressure printing salesmen sold direct mail to gullable advertisers—but because manufacturers and retailers found that intelligently planned direct advertising, (coordinated with intelligently planned other advertising) *paid back dividends*.

The reliability of this "Pure Junk" editorial is still further clouded by the reference to "the new Farley rule which permits blanket mailings . . . of broadsides to people known only by their street numbers." Didn't the Messrs. Dear know that this regulation (designed to help small, neighborhood business people everywhere) was promulgated October 12th, 1934, but that it was cancelled, killed and buried July 1, 1935. (See Postal Bulletin, April 17, 1935 No. 16,655), because of the narrowminded, selfish and political pressure pumped into the Post Office Department by the newspaper publishers,

## SPEAKING OF NEWSPAPERS

WE HAVE the current annual report of The Bureau of Advertising of National Advertising Expenditures for 1938. Figures were compiled by "Media Records, Inc."

Again and, as usual, this study shows how much money was spent for advertising in 1938 by 74 groups of advertisers . . . in Newspapers, Magazines, Chain Radio, Spot Radio, and Farm Journals.

Says the Bureau:

*"By comparing, classifications by classifications, the standing of newspapers with that of other mediums in the national field, it will, we hope, emphasize the opportunities presented to those engaged in the selling of newspaper space."*

Newspaper percentages stand at the top in most classifications. But why isn't direct mail or direct advertising included. See May, 1938, *Reporter* for analysis. Adding direct mail would simply spoil an otherwise impressive presentation.

## JINGLE SELLING!

JINGLES ARE GOOD . . . if they are appropriate. This one is. Southern Pacific issued a clever folder with title "The Spratts Discover A New Way to California" covering part of cartoon of man and woman studying broadside. Underneath a jingle:

Jack Spratt enjoyed the train,  
His wife preferred the sea,  
They went together just the same,  
Now how did they agree?

Folder then describes and pictures pleasures and conveniences of traveling by boat to New Orleans and by train from there to California. Good selling. This *reporter* wants to do it that way both ways. If we could ever leave either New York or New Orleans.

## BUSINESS INFORMATION SERVICE

THE DEPARTMENT OF COMMERCE, Bureau of Foreign & Domestic Commerce, issues a Business Information Service. *Your reporter* was naturally pleased to see a recent bulletin devoted exclusively to an item which appeared in April *Reporter* among the Ten Trends in Direct Mail. The item which showed how 100 National Advertisers answer or do not answer the inquiries they get. We do not know how many people get these bulletins, but we hope that a wider dissemination of this information will cause advertisers to take better care of those who write for information in answering space advertising.

## HARD TO DESCRIBE!

Here is a copy of our new bakery air conditioning presentation. This is our first attempt to give a complete story of air conditioning as it applies to the bakery.

The information is in logical order. First, a general statement of what air control is and does, then more definite benefits, followed by a review of the needs of this type of equipment. In discussing the Union-Air systems, we first present a general view of the equipment, pointing out some of the major features.

From there on we take each feature and develop it more completely, step by step. In the unit section we try to explain in a simple way what happens to the air and why. Cooling by evaporation, usually difficult for many to understand, is described by words and pictures.

Toward the close we show the steps in the purchase of Union-Air equipment. The closing page is devoted to a brief mention of the company behind the product, and the part research has played in the development of Union-Air systems.

The cover of the booklet is protected with laminated cellophane. A pocket has been provided at the back for pictures of installations, circulars, etc.

These presentations are sent only on request. Trade paper space and direct mail has been and will be used to bring in inquiries.

C. D. Davenport, Advertising Manager  
Union Steel Products Company  
Albion, Michigan

\* \*

Dear Mr. Davenport: You haven't said half enough about your book, and I don't know how to describe it properly. You, and The Jaqua Company who produced it, deserve a *Gold Palm*—and get it.

Your use of small page size for inside booklet (measuring  $7\frac{3}{4}$ " x  $10\frac{3}{4}$ " ) with an overhanging front cover to make a page measuring  $8\frac{3}{4}$ " x  $10\frac{3}{4}$ " with an index tab, is intelligent planning. Your selection of blue sky with clouds for a cover is real artistry. Your careful and modest use of bronze ink to show copper and brass construction to resist rust is convincing. And the fact that you pack your 28 page and cover presentation in a bronze, metal-laminated folder completes a perfect picture. We will not try to illustrate it because it must be seen and felt to be appreciated. This is what direct mail needs. More attention to the little intricate details of building a "routine catalog booklet" into a thing of practical beauty.

who were scared-to-death of powerful competition. Up-to-the-minute news.

It is true that you still can mail a circular addressed to "Occupant" or "Lady of the House" if you know the residence has single tenant. That rule is as old as the hills. Isn't it true also that newspapers sometimes push circulation by throwing sample copies on the porches of selected routes.

There will be a swell opening for the Advertising Managership of "one of the largest tobacco companies" . . . if the report in the Dear editorial is true. Just as soon as the present occupants' bosses *see* and *feel* that they are not competing for the attention of the smoking public in the street cars, on the billboards, in the magazines, in the windows, and over the air. Bunk and Junk. Who ever asked a Tobacco Company to use direct mail for mass coverage to the individual consumer? Tobacco companies use direct mail sparingly . . . to contact stockholders (see *Reporter* April 1939, page 5); or wholesalers, salesmen, and retail outlets.

The editorial in the Jersey City Journal does not deserve all of this space in *The Reporter* . . . but we answer it for THREE REASONS:

1. The printers, paper merchants, lettershops, and kindred suppliers in the graphic arts field have no way to combat destructive propaganda except by acting in unison through the mail. *The Reporter* (the only mouthpiece for direct mail . . . the only publication which would print this article) reaches only a few manufacturers in Jersey City. *Your reporter*, therefore suggests that the graphic arts group in Jersey City act in unison by reprinting or rewriting this article and mailing it to the 5,605 retailers, wholesalers and manufacturers in Jersey City. Supplement the reprint with an itemized list of the 49 Ways to Use Direct Mail, plus any other helpful information you can dig up or which we will gladly and freely furnish.

2. This "pure junk" editorial (and it is only a surface outbreak of something going on under-cover constantly) illustrates the need for a clean-up in the advertising profession. Campaigns to make the consumer stop criticizing advertising are futile. What advertising needs is a campaign or an organization to make advertising and its component groups of discipline-practitioners *tell the truth*. That is a logical campaign or a *cause* for the Advertising Federation, the Four A's, the Association of National Advertisers, or the journals which profess to cover the whole field of advertising.

3. This "pure junk" editorial gives us all a pretty good lesson. It shows the danger of not analyzing *your market*. It shows the weakness of making claims which cannot be substantiated. It shows the mental mess into which anyone may fall when frantically riding a hobby-horse. This reporter has known direct mail users who rode a hobby too hard and too long. One form or one style. Or not enough other marketing devices. This reporter has known direct mail experts who recommended their own *hobby-horse* when a more stream-lined vehicle was needed.

Advertising is a great institution. It has become great in spite of many of its unworthy disciples.

Direct Mail is the most widely used form of advertising. That alone means nothing. It will remain great as long as . . .

- a. Direct Mail is used intelligently and understandingly.
- b. Direct Mail is recognized by users and producers as a necessary and complimentary adjunct of all advertising and selling.
- c. Direct Mail is defended logically and unemotionally whenever it is attacked by fanatical and unfair criticism.

\* \* \*

With all that off our chest, let's go out to the Fair and take a nice, quick parachute jump to calm the nerves.



## NOTHING EVER HAPPENS

There is an oft-told tale about an old French cobbler who had a little shop in one of the little side streets in Paris many years ago. Thrifty, hard working, modest in his wants, he bent over his bench for long hours each day. As might be expected, his outlook on life and affairs of state was somewhat narrow and limited—to put it mildly.

But he had one vice, he kept a diary.

Years after his death someone ran across this diary and among the trivial happenings of an uneventful life one particular entry stood out . . . a brief, slightly plaintive note to the effect that it was a dull day, that nothing much ever seemed to happen. The date of that entry was July 14, 1789.

That was the day the Bastille fell—about a mile away—the start of the French Revolution—the event that shook the world at that time to its foundations!

**Reporter's Note:** Interesting item which may come in handy for something or other. Found in June issue (number 38th) of The Animal Line, four page multigraphed internal house bulletin of Union Bag and Paper Corporation (no city on bulletin . . . but we know where).

The Editor ties up the story quoted with

Now we don't mean to imply that you who get this Animal Line are as unaware of what's going on in the world and in business as all that. But we seem to recall remarks to the effect that there is nothing new about Grocery Bags.

## NASHVILLE SELLS STAMPS

Several months ago *your reporter* told you about the campaign staged by Postmaster Wm. Gupton of Nashville, Tennessee. Good selling letters to Beauty Shops, Grocers, Auto Dealers, etc. . . . telling them how to use the mail. See page 19, January *Reporter* for sample.

More specimens have arrived from Nashville. Some even suggest how necessary local newspaper advertising can be supplemented by direct mail.

Here is one of Mr. Gupton's latest—which contains ideas for every one.

Mr. Nashville Business Man:—(Please read carefully)

Your monthly statements carry a thin piece of paper, when you are entitled to send an ounce in weight for the same postage stamp.

What opportunities are you losing by not enclosing in your monthly statements certain advertising matter to the full ounce weight?

Or why not enclose a Business Reply Envelope for a prompt return check? Because people, as a rule, do not keep postage stamps in the house—therefore, delaying or neglecting a prompt return check.

Why not enclose a Business Reply Envelope in every parcel post package for a return order or a return payment by check on account?

Why not take full advantage of the FREE advertising possibilities that your mails afford?

Advertising is the least expensive method of selling a good product.

And a large advertiser once said, "I hope my competitors can be convinced to surrender their advertising."

Are you taking full advantage of the FREE possibilities that your mail service affords your Printed Salesmanship, as an order taker, as a collector, as a good-will agent, as a business builder?

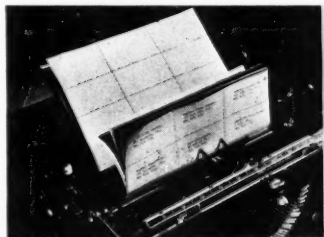
A good customer is certainly worth a postage stamp.

## YOU HAVE A DATE FOR SEPTEMBER 27TH

Frank Egner is Chairman of the Program Committee for the 22nd Annual Convention of The Direct Mail Advertising Association. The Program has been completed and is being printed. It is one of the most unusual, fact-filled programs ever presented by the D.M.A.A. You should plan to be present at Roosevelt Hotel, New York, September 27th, 28th, 29th. If you would like an advance release of program—write today to

**Direct Mail  
Advertising Association**  
17 EAST 42nd STREET  
New York City

**Speed up YOUR  
ADDRESSING!**  
• with "24-ON-A-SHEET"



BLANK LABELS

24 perforated, gummed labels on a sheet! Size of sheet is 8 1/2 x 11, size of label is 2 1/4 x 1 1/4. You can put two, three, and four sheets into the typewriter and make multiple carbon copies for follow-up mailings. Used by largest mail order and direct selling companies. Prices:  
6,000 labels (250 sheets) - \$50 per 1,000  
12,000 " (500 " ) - 45 "  
24,000 " (1,000 " ) - 40 "  
(Quantity Prices for Quantity Mailers)

**FREE! SAMPLES AND  
528 ADDITIONAL IDEAS!**

Get Ever Ready's big, new, colorful book of ideas on how labels can help you in the mail order business and in direct selling—also free samples of "24-on-a-sheet" and "Speed-o-Rol" labels. Just fill in the attached coupon and paste on your letterhead, rush to us today.

**Clip...AND MAIL TO-DAY!**

Ever Ready: R-79

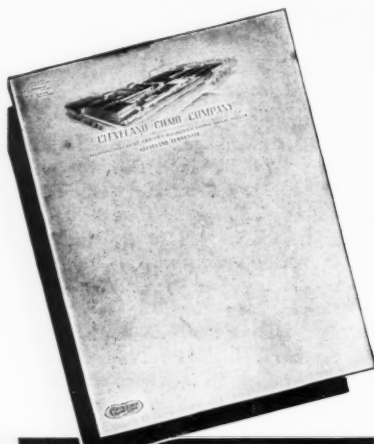
Send at once your free, 48 page book of ideas on all kinds of label uses. Send also samples of "24-on-a-sheet" addressing labels and "Speed-o-Rol" labels. No obligation of course.

Name.....

Address.....

City and State.....

**Ever Ready LABEL Corporation**  
141-155 EAST 25th ST. • NEW YORK CITY, N. Y.



**Where Else Can You Buy  
LETTERHEADS Like this  
for \$10 a Thousand!**

Send us a sample of your present letterhead and let us quote our MASS PRODUCTION price for QUALITY work on any quantity in which you buy. Our Letterhead Clinic will re-design your old letterhead, if you wish, and submit sketches absolutely free and without obligation, together with our quotation.

**Universal Litho & Stationery Co.**

Dept. 27

4311 Diversey Ave. Chicago, Ill.

★ ★ ★ ★ ★


**The Country's**

**most successful Mass  
Mail Sellers Scheduled**

**112% MORE**

**pieces of keyed mail during  
the first 5 months of 1939  
through**

MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters  
230 CONGRESS STREET  
BOSTON

**"MOSELY has the LISTS"**

## HIS HAT IS IN THE RING

Some of you may remember the article "Notes on Being Too Fresh" (May Reporter, page 18) in which Richard Cole of The Earl Allen Advertising Company, 638 Insurance Building, Omaha, Nebraska, took to task mail solicitors who are too fresh. Bob Orr of Lansing, who will be the Chairman of the Letter Departmental at the D.M.A.A. Convention next September, immediately asked Mr. Cole to appear personally and discuss this subject. Now Dick Cole wants your reporter to appeal to all readers to send him current examples of such fresh letters. That ought to make a lively session.

To make it still livelier—brother Cole, in a recent letter, injects another controversial possibility. We are glad to print his observations.

For a long time I have been on the point of entering some of the controversies which make the columns of *The Reporter* so lively and interesting. Since I have broken the ice, I should like to contribute my two-bit's worth to the envelope discussion which occupies so much of the May issue.

I was glad that you did not agree that the reaction of Hunter Snead's "meddlesome old woman" is as general as she thinks it is.

Many years ago I reached the conclusion, based on simple logic and a slight knowledge of human nature, that there are times when the plain envelope is exceedingly useful. I simply don't believe that one person out of a thousand has the strength of character to throw away unopened an envelope which gives no hint of its contents, whereas I *know* that many persons, myself included, *do* throw away unopened mail that identifies itself sufficiently for them to assume a lack of interest in the contents. The English Survey on page 14, knocks down my percentage a little, but the figure of 96.18 is still ample endorsement of my theory, which, of course, I have proved many times in actual practice.

Sellers of envelopes are continually trying to impress me with the importance of the envelope, but I think many of their statements represent only wishful thinking.

There may be times when an extra \$3 or \$4 a thousand for envelopes would be a profitable investment, but I have never personally had any evidence of such a case.

The most successful mailings that I have ever made have gone out in very inexpensive postage-saver envelopes, with an inconspicuous corner card and a purple permit indicia closely resembling the meter mailing stamp.

### INTERESTING CASE HISTORY

Here is a short case history of an inquiry-seeking mailing handled in this manner. From a mailing to 3,702 names, 867 inquiries were received. A second letter mailed about two months later to 2,833 names from the same list, and mailed in a similar envelope, produced 247 inquiries, making a total return with two letters of a trifle more than 33%.

It is a little difficult for me to believe that a flashy envelope with three or four-color printing, or a snappy catchline, could have increased this return sufficiently to offset the extra cost involved.

With the exceptions which are always present in any generalization, I have the feeling that expensive envelopes and similar attention-getting devices are too frequently a readily accepted substitute for the hard work necessary to produce a message which really interests and favorably influences readers.

# A free IDEA KIT



## OF ACTUAL ADVERTISING SAMPLES

Clever die-cut mailing pieces, unusual menus, programs and mailing cards. All are outstandingly attractive, colorful and effective because they are printed on

## WOODBINE DUPLEX POST CARD

THERE is no other card stock like Woodbine Duplex. It has a different color on each side, smoothly coated for fine screen halftones. Three-color effects require only one press run, 4 colors with two runs—high attention value at low cost.

If you want a change of pace—something "different," that will step-up returns, use Woodbine Duplex for your next

Die-cut mailing folders • Large advertising post cards  
Booklet or catalog covers • Menus • Programs  
Portfolio covers • Return post cards

● The portfolio above contains a number of interesting printed and die-cut specimens. Also plain samples in all colors. Please write for it on your business letterhead.

**THE APPLETON COATED PAPER COMPANY**  
7009 WISCONSIN AVENUE APPLETON, WISCONSIN

Woodbine Duplex Post Card is available in these

### COLOR COMBINATIONS:

Orange and Fawn  
Turquoise and India  
Gray and Rose  
Suntan and White  
Emerald and Green  
Goldenrod and  
Primrose

# WOODBINE DUPLEX POST CARD



## 1,500,000 BUSINESS MEN FOR MAIL ORDER AND DIRECT MAIL SELLING

★  
These names represent men with responsible positions in business and industry, mostly college educated, in the upper income groups with the ability to pay for quality services and merchandise. Many of the outstanding mail selling organizations have successfully used these lists for several years.

★  
For the industrial and trade advertiser, selections can be made by functions, industries, size, location, etc. Hundreds of the leading industrial marketers use these lists exclusively for their direct mail promotion.

### TO INCREASE YOUR MAIL ADVERTISING RESULTS

phone or write  
DIRECT MAIL DIVISION

**McGraw-Hill Publishing Co., Inc.**

337 West 42nd Street, New York, N. Y.

Writing copy for direct mail releases is a device that assists or develops sales contacts. They are sales introductions. They must be as good as the best salesmen, as persuasive as the competent sales manager . . . they must represent the quality of the product. And must be planned economically.

Printers of quality recognize these truisms. To those seeking such services, on a job to job basis, this advertisement is directed.

**W.E.M.**

c/o THE REPORTER  
17 E. 42d St., New York, N. Y.

### Are You A LEADER?

The Annual Contest to select the Fifty Best Direct Mail Campaigns is now in full swing. Contest closes September 15th.

If you have secured good results—your campaign should have a chance to win recognition and compete for the special awards.

•  
Write Today for Entry Forms.

•  
DIRECT MAIL  
ADVERTISING ASSOCIATION  
17 East 42nd St., New York, N. Y.

## DANGER OF IMPERSONAL PERSONALIZING

The following case history should be spread upon the records. One of our distant reporters received the following letter from the retail store of a large Mail Order Company. A multigraphed letter—very poorly filled-in. Account number and credit rating also filled-in, in much darker ink. No signature.

Thank you for the final payment on your account. The satisfactory manner in which you made your payments has established your credit at this store.

Your experience with our Monthly Payment Plan has shown you how practical it is to buy the things you need and pay for them by the month as you enjoy them. In this way you may have comforts and conveniences which you might not have if you waited to pay all cash for them. Purchases may be made from this Store or our catalog.

I hope you will take advantage of this invitation to reopen your account within the next ninety days which requires only the usual down payment, and carrying charge. There will be no delay for credit investigation.

Please bring this letter with you when you come in. It will help us serve you more promptly.

TPR/AS

MONTGOMERY WARD

\* \* \*

We give you for your records (and enjoyment) part of the three page letter mailed by the recipient.

Dear Monty:

Your personal appreciation of my business, expressed in such friendly terms in your letter of January 18th, warms the heart of a customer who had begun to believe that 99% of your hired hands were trying to make me think I was doing something wrong when I came in your nice, big store.

But I have persisted over a five-year period, coming back two or three times a week for more of the same treatment. Now I know why. At last I have been rewarded! My five years of waiting for a kind word have not been in vain!

For you, Mr. Montgomery Ward, have written me a letter of thanks. Just think!—a personal letter from the head of one of America's great business houses! It repays me for everything, Mr. Ward, and I thank you from the bottom of my heart—a very full heart.

I know you are a very busy man and that is probably why you couldn't sign the letter personally. But you used "I" in telling me you hoped I would re-open my account, so I know you must have written the letter yourself. I noticed you did not put "Mr." before my name. That was a nice friendly gesture on your part. Good business friends should not be too formal. So you just call me "Perc" and I'll call you "Monty".

Of course I did have sort of a funny feeling, when I first opened the letter, to see my number at the top. For a minute I thought it might be a summons or something. But, pshaw! I knew I hadn't done anything to be put in jail for, although I'll admit I have cussed a couple of times in your store. I guess you have so many customers that you have to think of them as numbers, like a warden does. Maybe if you had given me mine to wear, I wouldn't have had to explain all the time to your clerks that I was a customer.

But when I read "Dear Customer" I knew everything was all right. You can't fool me. I know you wouldn't have said that unless you knew about all the things I have bought and appreciated my business. But I did sort of wonder why it was written on a different typewriter from my name and address and number. I suppose you started the letter and got interrupted and had to finish it on a different machine. Of course us country boys don't know much about how things are done in big business and I wouldn't presume to criticize but, from the looks of the letter, you ought to buy one of those nice new typewriters out of your catalog.

I felt a little bad, right at first, because you didn't say "Yours truly" or "Cordially" or anything like that before you signed your name on the typewriter. Or wished me the



# CHOICE

*of the World's Fairs!*

"New York Advancing," The Mayor's Official World's Fair Book, required exceptional care. Naturally to find the proper paper was important. It had to be a 50-pound basis E. F. with good opacity without the use of an expensive filler, with an exceptionally flat surface to print the 120 line halftones.

In the words of the printer, "Before selecting the paper, several engravings were proved on various papers in various inks, AND YOUR SPRING GROVE E. F. WAS CHOSEN."

A full press sheet (46 $\frac{3}{8}$  x 70 folded to page size) is available for inspection. Ask your dealer to send for one or write to the mill.



**P. H. GLATFELTER Company**

Paper Manufacturers since 1864

Spring Grove, Penna.

## THE MADONNA IN BLUE

HERE is that \$3 you have been asking for . . . "The Madonna in Blue."

Did you think for a moment that I was going to even try to "get along" without *The Reporter*? You ought to know me better than that . . . but I thank you for the reminders just the same. You have something to talk about . . . to shout . . . about.

Ralph R. Rice  
Better Letters Service  
291 Lester Avenue  
Oakland, California

\* \* \*

Dear Ralph: Your blue check and spicy letter gives us anything but the blues. Without your permission, I am "lifting" your inspirational thesis on the development of a Letter Writing Personality. I remember back in 1924 somebody had a 7-C formula for letter writers which I used in speeches. Just checked an old note book and discovered you left out "conversational." But *personality* is another word for it. See page 24.

•

## A GOOD IDEA

THE NEW, five pound, thousand-page fall and winter catalogue of Montgomery Ward is in distribution. It has two front covers and no back. It begins on either side and ends in the middle. That is, one-half of the book is devoted to Things to Wear and Dry Goods . . . which goes through to the middle. At that point everything becomes upside down and you turn the book over and start from the other front cover for "Things you use at home, at work, in the farm, in your car."

It is Ward's largest issue so far. It is easy to handle. Bulk of weight in reading is always on right hand side. More than 76% of new catalog is in color. More than 100,000 items are listed.

This two-way book idea has possibilities. It was used several years ago for a series of Crime stories—with the solutions printed in same fashion as Ward's. Could be used for other businesses where there are two distinct stories to tell . . . or a story with a solution.

\* \* \*

Incidentally, read the story in *Reader's Digest* on historical significance of Mail Order Catalogues. The movie people use a library of them to determine styles of clothes and house furnishing for the years in which plots are written.

compliments of the season or anything. But I have read that there isn't any sentiment in business, so I guess that makes it okay. But I got a letter once from a feller that I ordered a dollar's worth of goods from and he signed it in ink and said "Yours sincerely". But I suppose those little business men have more time for such things and after all, what do they amount to?

I showed your letter to my neighbors, down at the post office store, and they all thought it was fine that you wrote me. They all said they were going to pitch in and buy a lot of goods from you, like I did, so they could get a letter from you too. So you see it really means a lot now days for a customer to get such a nice, friendly letter from such a big business man.

You see, I have been fixing up my old farm house and my neighbors have watched to see how the stuff would stand up and how you treated me. I put in a water supply and bath room and that all came from your store, with all the plumbing; so did the paint and roof and insulation. So did the screens and storm sash and my eight heaters. And any radio and all the hand and power tools and implements. I bought a lot of stuff for cash too—thousands of nails and bolts and screws and what have you, as the feller says, of all kinds.

I don't know what the "TPR/AS" down in the corner of the letter means. One of my neighbors laughed and said the TPR meant "The Poor Rummy" and that the "AS" was abbreviated cause you didn't have time to spell everything out, just like the "Mr." that you left off. But he's quite a joker and I didn't pay any attention to him.

There are two people in your store who were always nice to me after we got acquainted. But I have noticed that those friendly clerks usually have lost their jobs so I won't tell you who they are. But I really kept coming back on account of them so you can give them credit for my business.

You said to bring the letter with me when I come back to open up my account again. I guess I can't do that, Monty, because I want to frame it and hang it on a certain wall. I never got a letter like it before and some day my grandchildren will show it off and say, "That's the very letter our grandpa got from one of America's biggest business men."

Won't that be something to remember you by, Monty.

\* \* \* \* \*

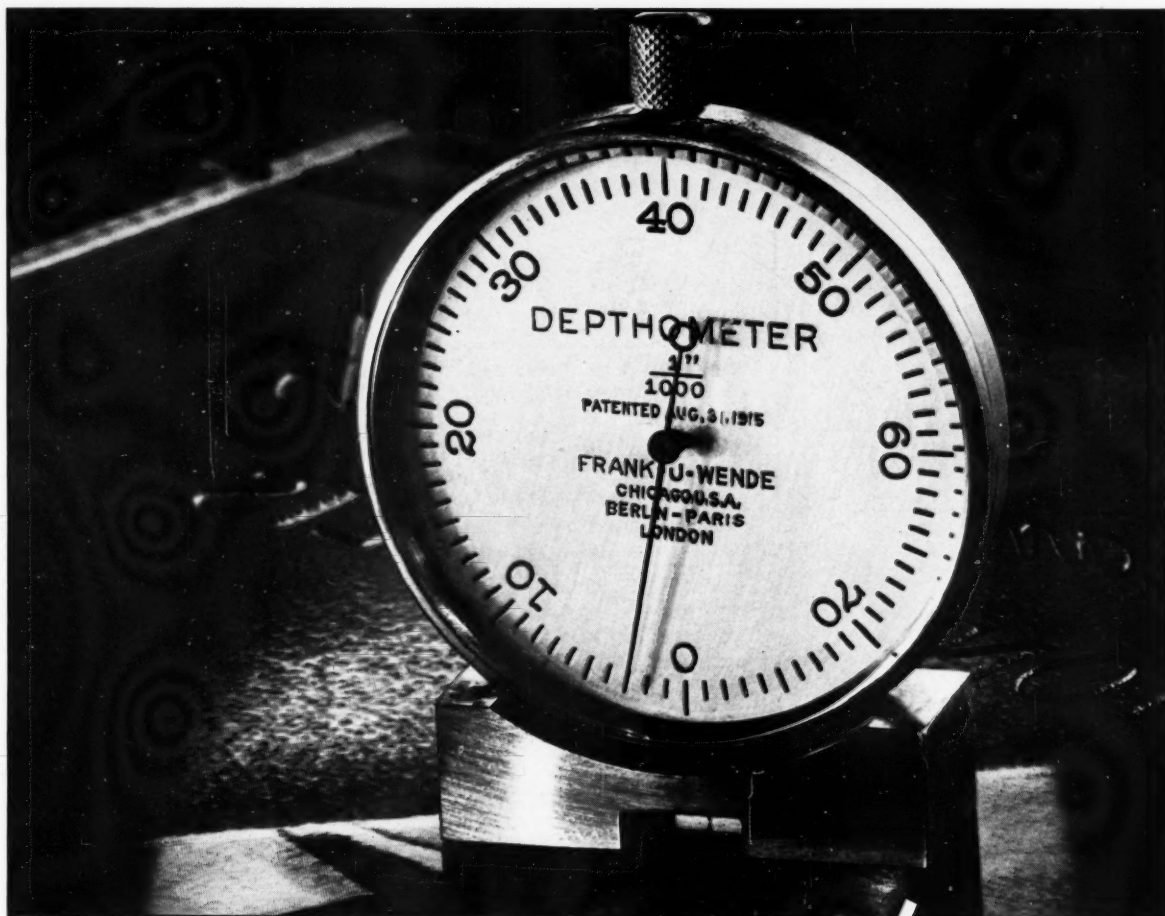
Our reporter says: "There was no answer."

It just happens that M.W. is the example in this case. We mean no harm in reproducing the case history. Hundreds of other companies use the same method—and only once in a while some one revolts in writing. This presents a problem that should be studied. Has the buying public become so well acquainted with the "tricks" of the direct mail trade that they resent *personal sounding* letters which are obviously ground out by the thousands? Somebody should make a survey. In lieu of a possibly disturbing letter, it might be better to send a printed or engraved credit card or certificate; a clever, printed "Thank you"—or an impersonally *worded message* with the reason for it rationalized. It is something to think about. We don't blame Montgomery Ward—for we've been doing practically the same thing ourselves. It's the changing times . . . or something. A new system is needed.

•

## THREE IMPORTANT DATES

1. SEPTEMBER 12th—Direct Mail Course Starts Again
2. SEPTEMBER 15th—Direct Mail Leaders Contest Closes
3. SEPTEMBER 27th—Direct Mail Convention, New York



Photograph by Lester Kahn

# DEPTH!

The test of a good engraving is the printed result in the medium for which it was made. The proper depth of a halftone is not visible in the engraver's proof, yet it is the important factor in the mechanical perfection

of the plate that insures a good reproduction of the illustration...

Pioneer-Moss Incorporated with its background of over 50 years of service to many of the large national advertisers, make engravings that print *right*.



**PIONEER · MOSS** INCORPORATED  
460 WEST 34TH STREET · NEW YORK CITY

## *A Complete Service*

PROCESSED LETTERS  
MULTIGRAPHING  
MIMEOGRAPHING  
MIMEOSCOPING  
ADDRESSING  
FOLDING  
IMPRINTING  
MAILING

## **PHOTO OFFSET**

BLACK AND WHITE  
DUOTONE  
PROCESS

## **BENART**

**Mail Sales Service, Inc.**

235-247 EAST 45th ST.  
NEW YORK, N. Y.

MO. 4-0981-82-83

## HOW TO WRITE BETTER LETTERS

Letters often fail in their purposes because they lack vitality. They are not carefully planned and written. As a result, they are not clear, complete, concise, correct, courteous, or convincing. Sometimes they leave one cold and many of them find their way to the waste basket . . . a good place for them. Let's not blame the letters for this cold reception. . . . the fault lies with the writers.

Many of these almost unwelcome "guests" are only lifeless replies to other letters which have offered ready-made possibilities for goodwill, salesmanship, and business building. They are merely letters. This is not enough. Letters should have the qualities that win! They should be given CHARACTER by those forces that rivet the reader's attention, stimulate an active interest, create a favorable impression, make him want to buy or believe, convince him, direct him, and lead to ACTION!

What are those forces and how can we make them the vitalizing influences they should be? A fair question. We exercise our muscles to develop physical strength; our minds to develop mental alertness. We exercise manifestations of our spiritual selves, so that these manifestations become habits of conduct. . . . purposeful behavior. Logically, then, the way to acquire the ability to vitalize our letters is to recognize those DYNAMIC QUALITIES and practice them until they become habits of speech and writing.

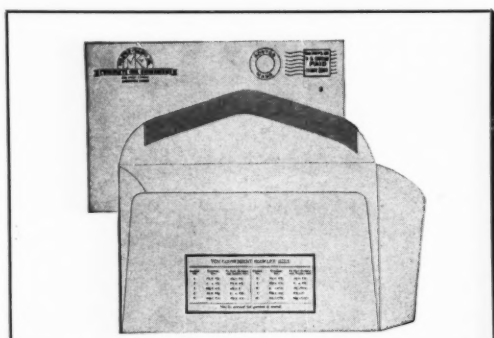
If you want your letters to be effective . . . to really "go to town" . . . make them clear, complete, concise, correct, courteous, friendly, and easy to read . . . ALWAYS. Make them as dignified, as tactful, and as enthusiastic as the situation warrants and demands. Make them as original as possible,

## *For that favorable* **"FIRST IMPRESSION"**

*use Curtis*

# **TUFF WHITE**

## **BOOKLET ENVELOPES**



These envelopes furnished in

# **13**

different sizes

Made of strong, crisp, pure white stock, these envelopes, attractively printed, are certain to command attention and pave the way for your all-important sales message.

**Write Us Today for Samples and Prices**

**ASK ABOUT OUR "Self Mailer Combine-Velope"—the New Low-Cost One-Unit Mailing Piece**

# **CURTIS 1000 INC.**

342 Capitol Ave. — 1000 University Ave. — 1814 E. 40th St.  
HARTFORD — ST. PAUL — CLEVELAND



and REMEMBER that it makes a great difference to the force of any letter, whether there be a PERSONALITY behind it or not!

We can achieve these results best by getting hold of some basic active principle and putting it to work, by setting up a definite objective and moving forward toward its realization. Let that principle be your LETTER-WRITING PERSONALITY, and let your objective be the complete development of that personality.

\* \* \*

As mentioned in item under "The Blue Madonna" (narrow column page 22) *your reporter* "lifted" the above from a promotion piece issued by that letter writing man of California, Ralph Rice. It is good advice.

●

## WHAT IS THE JOB OF AN ADVERTISING MANAGER

*L. Rohe Walter recently gave a good description of an advertising manager. Some of you folks might like to know:*

MANY MISTAKEN NOTIONS prevail about the characteristics and qualifications found in the competent advertising man. By some, he is regarded as a genius who pulls rabbits out of hats in the form of sales ideas that are panaceas for harassed producers. Others regard him as a dreamy, "arty" sort of fellow who spends money with little regard for its value and even less for the sales returns its expenditure brings or should bring.

The really good advertising man is by no means a genius. In many instances he is not even artistic. He usually is a good showman, and he is versatile. Frequently he has a flair for common sense, down-to-earth writing. The best advertising men are sound business men who take nothing for granted and continuously check the minute and varied details of copy, art, and typography. Many of the more successful advertising men known to me have an uncanny ability to work long hours under high pressure without blowing up. Most of them, sometimes to the despair of their families, become completely oblivious of time, sleep, or food when concerned with the sales strategy of a promotional plan.

The superior type adds these two distinguishing qualities to his make up; an instinctive competitive attitude toward business and a deep professional pride in his advertising output.

The role played by the typical advertising manager in the complicated marketing set-up of which he is a part is similar to that performed by the orchestra leader conducting a symphonic orchestra through the varied moods of the music of a Wagnerian opera. The latter may not, and usually does not, know how to play each individual instrument in the orchestra, but he knows *how* and *when* the flutes, violins, drums and other instruments should be played to create a harmonious effect.

Similarly, the advertising manager may not, usually does not, know all there is to know about media, copy writing, layout, art, typography, printing processes, paper, inks, radio scripts, and the varied advertising tools at his command, but he does and must know how to weld these together and when to use them to attain the sales objective at hand.

It is my conviction, based on my own experience and the experience of many high grade advertising men I know intimately, that they do business most willingly and consistently with the production and supply houses which make a sincere effort to appreciate and understand their problems and then take steps to solve them insofar as they are equipped to do so.

## STREAMLINE

### Your Order Form Material

**... with ORDER-VELOPES**  
**—the fold-up order blank**  
**with the envelope pocket.**

Are you using two separate order form enclosures — order blank and envelope that do not remain together? Then you may be losing orders from customers who misplace one or the other.

Make it easy for your prospects and customers to retain and use your order form material by using ORDER-VELOPES, the one unit order blank and envelope.

If you've been using the old style, flat type of fold-up blank, you may be losing orders from customers who hesitate to enclose remittances in a flat form. The ORDER-VELOPE provides a completely formed envelope pocket that invites confidence for the enclosure of cash or check remittance, yet folds up just as simply and easily as the flat type of blank.

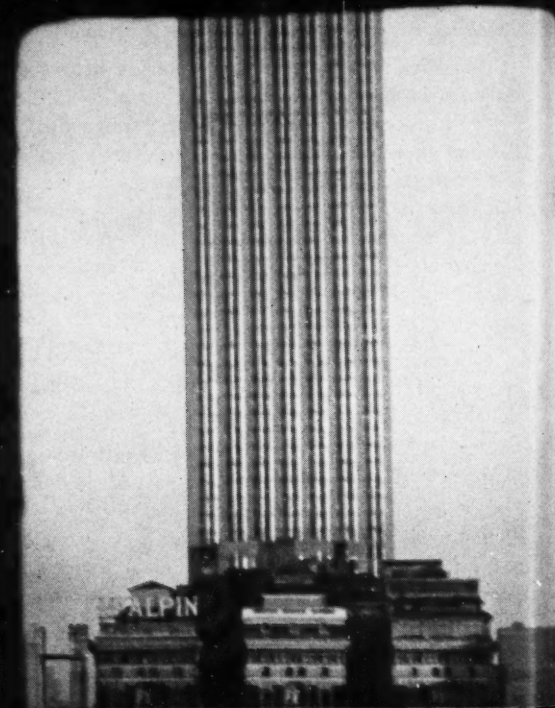
Two standard sizes, 8 x 11" overall (folds down to 3 1/4 x 5 1/2" envelope) and 9 1/4 x 15" overall (folds down to 3 7/8 x 7 1/2" envelope) — plenty of order form area, plenty of space for sales or institutional copy.

Use ORDER-VELOPES as an enclosure in direct mail, as an invoice or statement enclosure, as a package enclosure, as an enclosure in catalogs, books, broadsides, pamphlets, for counter distribution, and for every mail order effort that requests a return enclosure! Write for samples and prices today!

**The Sawdon Company, Inc.**  
**230 Park Ave., New York, N. Y.**

Murray Hill 6-1566

- **Combine-Velopes**
- **Self Mailer**
- **Combine-Velopes**
- **Bind-in-Velopes**
- **Du-Plex Envelopes**



# NEW YORK BECKONS

SEPTEMBER 25th TO OCTOBER 7th

NATIONAL GRAPHIC ARTS EXPOSITIONS, INC. 480 LEXINGTON AVENUE NEW YORK, N. Y.

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# Edison's 8½" x 11" miracle!

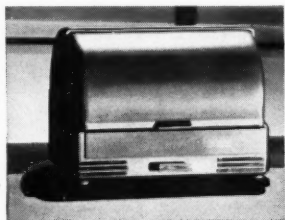
It's the new, enclosed Ediphone for your desk. A beauty to look at! Compact as a box of candy! This complete Ediphone takes up less desk space than a sheet of regular 8½" x 11" business paper. Think of that! It's another achievement of the "house of miracles"—the Thomas A. Edison Laboratories.

And it's a cinch to use—easy as the telephone. You'll get out letters in 20% to 50% less time. But that's

only half the advantage of this new time-saver. Memos, notes, dates, instructions, ideas are recorded as you think of them. Details disappear like magic.

Your mind is left free and clear for the real business problems. Try one on your desk for a day or two.

For all data, phone the Ediphone (your city) or write Dept. R8, Thomas A. Edison, Inc., W. Orange, N. J. In Canada, Thomas A. Edison of Canada, Ltd., 610 Bay Street, Toronto.



Completely enclosed . . . handsome . . . dust-proof

SAY IT TO THE

# Ediphone

EDISON VOICEWRITER

## NOTES ON THE BUDGET!

HOW DO YOU figure your advertising budget for the year?

Rohe Walter, lecturing before the Direct Mail School in the Direct Mail Center gave the four best known methods.

1. A fixed percentage of actual sales for the year or an average of sales for several previous years.
2. A fixed percentage of estimated sales for the coming year.
3. Setting up a definite amount to accomplish a given end.
4. Setting up a definite amount to meet the efforts of competitors.

He said that a combination of 2 and 3 was most widely used.

But most important in figuring the budget—is to set up a "Reserve for Contingencies" of from 10% to 15%.

Advertising Managers cannot be prophets. No one, especially in these days, can look accurately a year into the future. Many good campaigns go haywire because the advertising manager, limited by a fixed budget, cannot take advantage of *something good* when it comes along.

## ROMANCE IN THE AIR

THE ROMANCE of our ever changing times lies behind the calmly worded mimeographed notice mailed by Pan American Airways System . . . to give schedules for air mail to Europe. Wednesday 2 P.M. Port Washington—Friday 3 P.M. Marseilles, France. Saturday 7:30 A.M. Port Washington—Sunday 1 P.M. Southampton, England.

Getting away from Romance—the 30c per ½ oz. rate should stimulate the use of thin papers for letterheads—just as air mail to the colonies did in England.

## OPTIMISTIC BULLETINS

IF YOU are going to use sales bulletins in your business . . . make them optimistic. We like the bulletins (heading printed in reverse dark green entitled "NEWS from 485 Madison Avenue, New York") issued by The Columbia Broadcasting System (that is printed at bottom of 8½ x 11 sheet also in reverse green). Message is multi-graphed. Here is the optimistic heading in the bulletin we have before us:

*Columbia Scores Largest April in History;  
\$2,854,026 Gross is 17.7% Over Last Year,  
Topping All Networks in Dollar Volume*



## RENTAL NAMES MAIL BUYERS

We invite inquiries from  
mail sellers who wish  
to increase profits by:

- ① Renting lists of known mail buyers for their own use.
- ② Renting their own lists to other non-competing mail sellers.

### D-R Special List Bureau

Division of  
DICKIE-RAYMOND, Inc.

80 Broad Street Boston

## DALE CARNEGIE TRIES HIS HAND

Dale Carnegie recently devoted his syndicated newspaper column to direct mail. His preamble misses the mark by a mile, as direct mail would fold up tomorrow if returns were limited to 1%. The rules by Tuthill are O.K., but we suggest that Dale better visit the Direct Mail Center:

Business "form" letters which are mailed out by the thousands, rarely draw more than 1 per cent replies; but Daniel S. Tuthill, assistant managing director of an artists service in New York City, sends out sales letters that bring in from 10 to 25 per cent in replies.

Extraordinary! I asked him how he did it, and he gave me the following rules:

1. He never sends out a sales letter unless he has something to say that is of value and interest to the readers.
2. He never sends out an obvious, badly produced form letter. Every one of his letters is written on an electrically-driven typewriter, and looks almost as personal as if it had been typed.
3. He strives for an intimate touch in his letters. For example, he looks through the envelopes after they are addressed, and picks out those going to people he knows personally. If he is in the habit of calling a certain Wilber Smith by his first name, he will write "Dear Bill" in the space for the stamp.
4. With his informal, intimate "Dan," he personally signs all form letters going to his business friends. He has the others signed by what are known in the letter-shop argot as "forgers." (These "forgers," experts at copying handwriting, can copy your signature so perfectly that even you can't tell the difference.)
5. He makes it a point to write and thank everyone who answers his letters. This little gesture of personal appreciation builds good will, and makes people want to read and consider his letters.

\* \* \*

Looks like a publicity scoop for Tuthill.

TELL IT AND SELL IT WITH PHOTOGRAPHS BY STADLER • CHICAGO



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THIS LAYOUT IS MADE UP FROM STADLER PHOTOFILM STOCK SUBJECTS

**STADLER STUDIOS** 62 EAST LAKE STREET **CHICAGO**  
TELEPHONE: CENTRAL 1430



# *Photo Offset on Coated Stock*



**BURLAND PRINTING CO., INC.**

will lithograph your booklets,  
catalogues or broadsides on

coated paper. You will get sharper halftones,  
black or color that cannot be equaled on  
regular finish offset paper. This is not a new  
experiment, but rather a service we are  
rendering regularly.

Call BEekman 3-7060, and let a Burland  
representative show you this superior work  
at reasonable prices.

**BURLAND PRINTING CO.**

*Lithographers and Printers*

**53 ROSE STREET**

**NEW YORK CITY**

## EYE CATCHERS



NEW all photo advertising service for all lines of business. For trade publications, house organs, newspaper ads, sales letters, broadsides or booklets. 100 high class photographic subjects monthly in ready-to-use mats for only \$5. Glossy Prints too. All sizes and subjects. New York's top models. Write for FREE proofs—no obligations.

**EYE CATCHERS, Inc.**  
10-12 East 38th St., N. Y. C

## Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc.? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- Prompt Service
- Dependability

—ADDRESS—

**Fisher-Stevens Service, Inc.**  
183 Varick St. New York, N. Y.

### MAILING LISTS:

#### Boyd's City Dispatch, Inc.

EDGAR J. WILLIAMS, Pres.  
114 East 23rd St., New York, N. Y.  
\*GRamercy 5-4600

### MAILING LISTS:

Trade, Professional, Residential.  
Men and Women of Wealth.  
Manhattan, Metropolitan Area,  
all parts of U. S.  
Established 1830

### QUALITY plus SERVICE

*has been the watchword of*

#### The B. Brown Associates

Twenty-one years experience serving "hard to please" direct mail advertisers. Complete direct mail campaigns, or any part of them. Addressing (typewriter, handwriting, Addressograph) Multigraphing. Flat Bed Processing. Imprinting. Letters filled-in perfectly. Folding, enclosing and mailing.

**The B. Brown Associates, Inc.**  
480 Lexington Ave., New York, N. Y.  
Wickersham 2-7380

## ATTENTION

**Subscribers in the  
New York Area.**

The same practical,  
intensive Course in  
Direct Mail given so  
successfully this spring

**WILL BE REPEATED  
STARTING SEPTEMBER 12TH**

Henry Hoke, Editor of The Reporter with Postage and the Mailbag, will supervise evening meetings (7 P.M. until 9 P.M.) and will make study assignments from material in Direct Mail Center. First hour, a summarized, prepared explanation of the assigned subject by the expert; an hour for questions and exchange of ideas.

1. **SEPTEMBER 12th**  
The Elements of Good Promotion. Hunter Sneed, Electrical World (McGraw-Hill), New York City.

2. **SEPTEMBER 14th**  
Definitions and Interpretations of Purposes, Uses and Forms of Direct Mail. Richard Messner, Brogle & Company, New York City.

3. **SEPTEMBER 19th**  
The Management of Direct Mail. Analysis of Advertising Managers' Problems in correlating direct mail along the sales line. L. Rohe Walter, The Flintkote Company, New York City.

4. **SEPTEMBER 21st**  
Word Clinic (finding the right slogans or talking points for individual students). Briant Sando, New York City.

5. **SEPTEMBER 26th**  
Class Analysis of Letter Correction. Robert K. Orr, Wolverine Insurance Company, Lansing, Michigan.

6. **OCTOBER 3rd**  
Principles of Mail Order and Direct Selling with formulas for successful testing. Frank Egner, McGraw-Hill Book Company, New York City.

7. **OCTOBER 5th**  
Fundamental Principles of Design for all Forms of Direct Mail. William Longyear, Pratt Institute, Brooklyn, N. Y.

8. **OCTOBER 10th**  
Analysis of Production and Mailing Methods. Edward N. Mayer, Jr., James Gray, Inc., New York City.

9. **OCTOBER 12th**  
Formulas for Good Copy (a construction project). Robert Collier, New York City.

10. **OCTOBER 17th**  
Market Analysis—Questionnaires—and Selection of Prospects. Leonard J. Raymond, Dickie-Raymond, Inc., Boston, Mass.

11. **OCTOBER 19th**  
Straight line Direct Mail with approach to customers of retail outlets. Jules Paglin, Porter's, New Orleans, Louisiana.

12. **OCTOBER 24th**  
Originality of ideas and continuity. Henry Hoke, assisted by Jack Carr and other creators. Final Examination.

Enrollments limited to 100. Fee for Course is \$25.00. Payable \$10.00 with application; balance at start of course. Enroll early.

### THE REPORTER

17 EAST 42ND STREET, NEW YORK

## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.

### ADVERTISING AGENCIES

Sell your product through agents, mail order. Advertise newspapers, magazines. Publishers' rates. Snappy layout your inch advertisement \$1. Martin Advertising Agency, 171P Madison Ave., New York.

### CASH MERCHANDISE BUYERS

We Buy for Cash—Advertising goods with some merchantable value, Paper Goods, Envelopes, Blotters, Pictures, etc. Submit samples and quantity for prompt consideration. Fantus—440 No. Wells St., Chicago.

### MAILING LISTS

Ask for our Catalog of Mailing Lists, 6,270 different classifications listed; number in each and price shown. If interested, ask for our Stockholders and Bond Buyers Price List, 1,600,000 Stockholders in over 1,000 corporations. TRADE CIRCULAR ADDRESSING CO., Inc., Established 1880. 219½ West Madison Street, Chicago, Illinois. Franklin 1182.

ARE YOU INTERESTED? The names and addresses of Owners of buildings in Chicago and suburbs are now available for less than ½ a cent a name. Comprising the wealth and buying power of one of the greatest markets in the country. For Sales Promotion this Property Owners Index will prove invaluable. THE CHICAGO REAL ESTATE INDEX CO., 308 W. Washington Street, Chicago, Ill.

150,000 Cash Mail Order Buyers (1939), envelopes addressed, mailing lists, any trade in United Kingdom, low rates. Carlyle, 120P., Bournbrook, Birmingham.

### MAIL-ORDER LISTS

*will be found in our  
1939-40 LIST INDEX  
which is now available*

This compilation is designed to assist you in finding the logical audience for your promotions. Write today for your copy.

James E. True Associates

117 East 29th Street New York City

"IT'S A TRUE LIST"

### STOCK CUTS

Ad. Writers, ask for proofs zippy little black cuts, inexpensive. Harper's, 283-A E. Spring St., Columbus, Ohio.

### LETTERS

FRIENDLY SALES LETTERS are powerful business builders. They appeal to buying motives and compel the prospect to act. Your letters and direct mail literature will pull greater returns if rewritten the FRIENDLY way. Send complete details of your proposition for FREE, confidential analysis and suggestions. Write Harry Louis Bauer, 711 Belmont Avenue, Chicago, Ill.

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